



**Submissão Parte VI – Material de Suporte Publicitário Caderno de Esboços /**  
**Submission Part VI – supporting publicity material Design Sketchbook**

**Julho 2011 / July 2011**





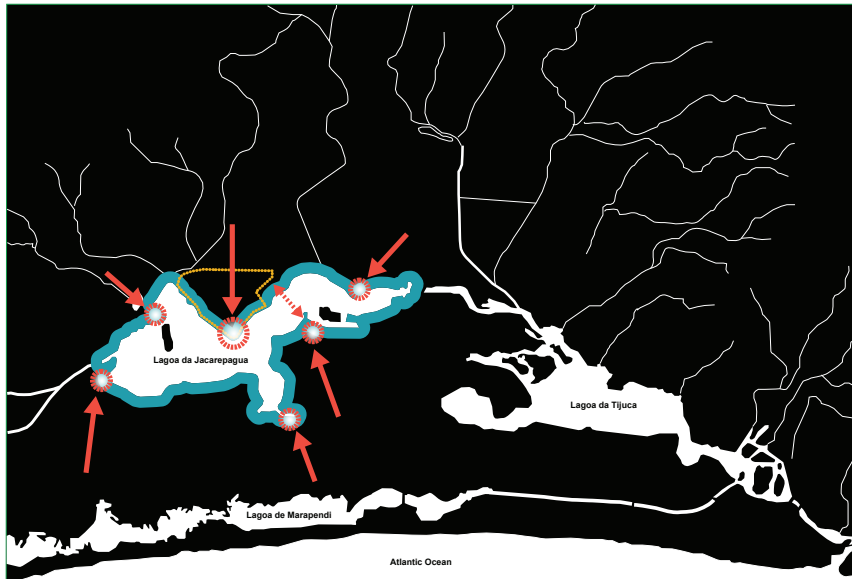


Masterplan / Masterplan

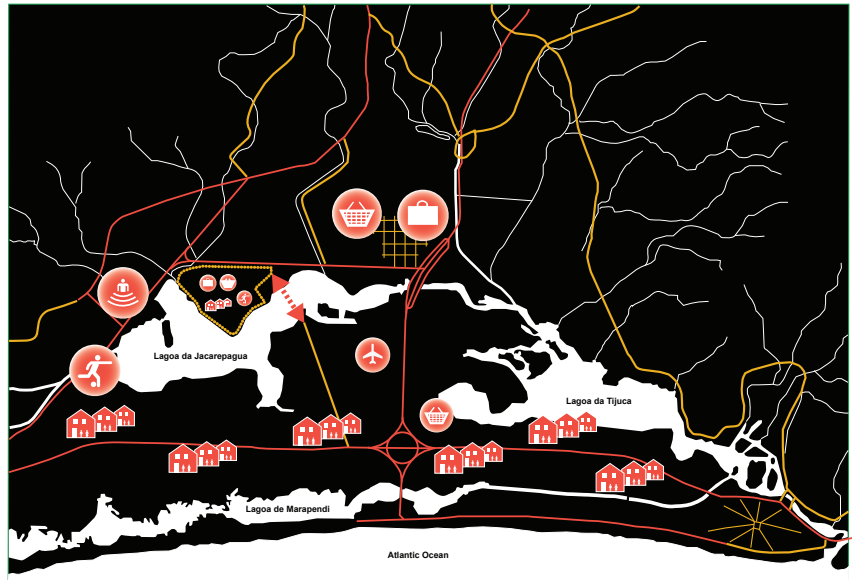




Barra: sistema de lagoas como rota conceitual entre montanhas /  
Barra: system of lagoons as a conceptual link between the mountains

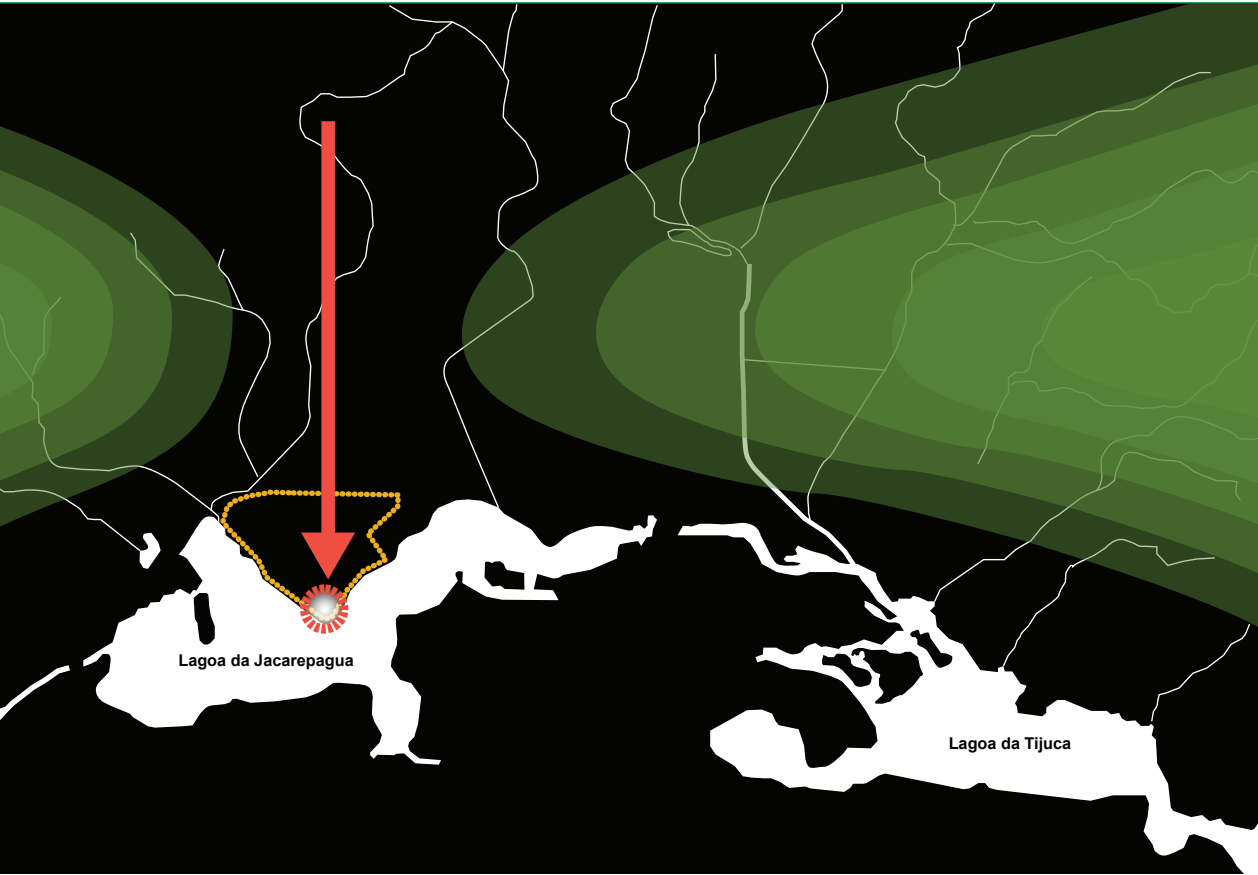


Barra: sequência de lugares de eventos em um ambiente de natureza rica /  
Barra: a sequence of eventful places in a rich natural setting

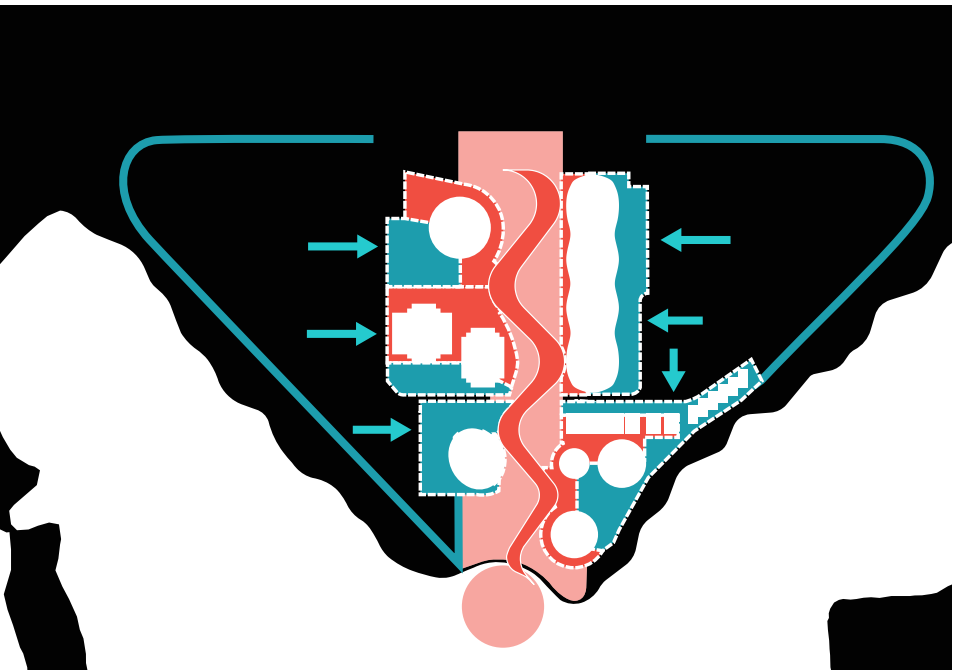
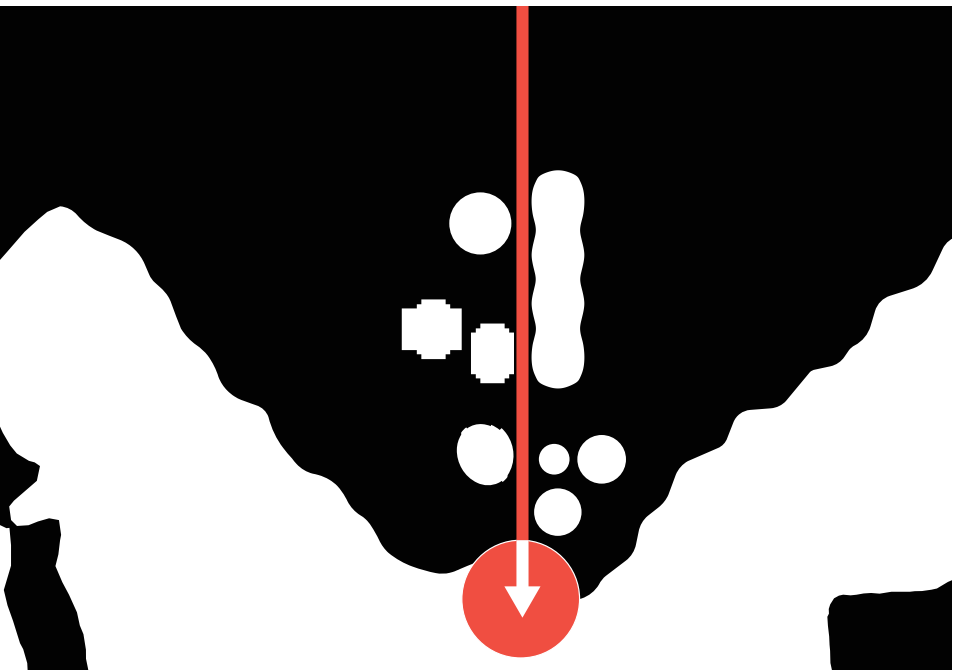


Barra: usos existentes são diversos porém distribuídos em escala veicular /  
Barra: existing uses are diverse but distributed at vehicular scale

Ponto de encontro do vale e da lagoa /  
Meeting place of the Valley and the Lagoon

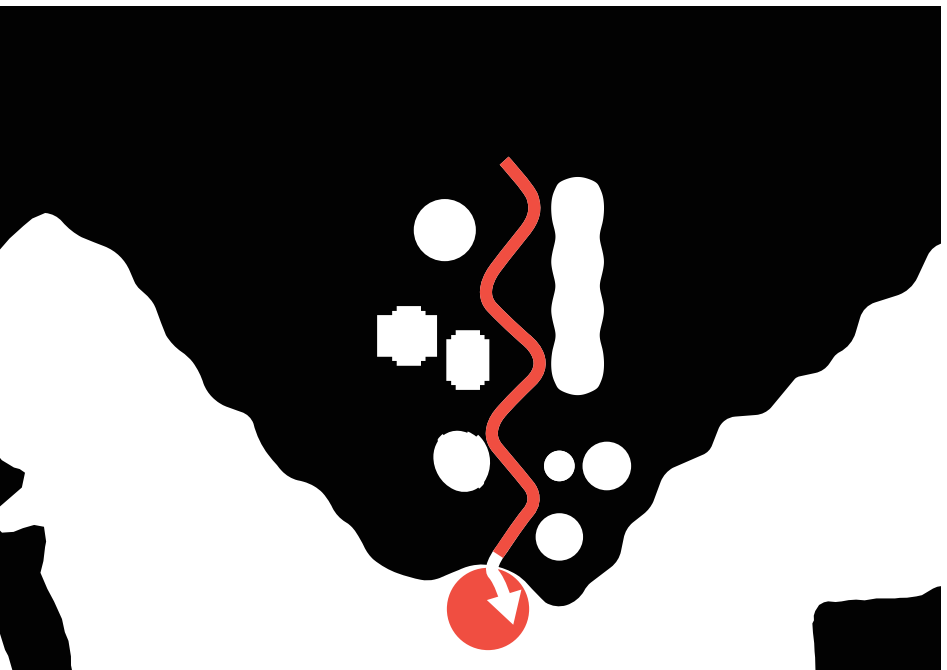


Jogos: Axis do vale como elemento organizador /  
Games: valley axis as an organizing element



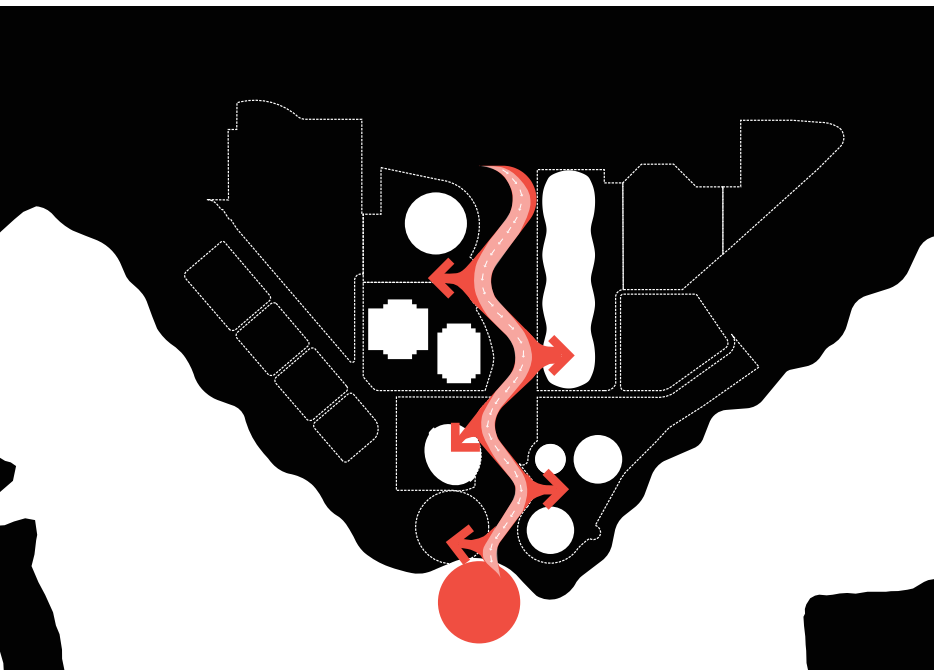
Separação de áreas servidas e de serviço (frente-da-casa e bastidores /  
Separation of serviced and servicing areas (front of house and back of house)

formando o principal espaço público /  
forming main public space

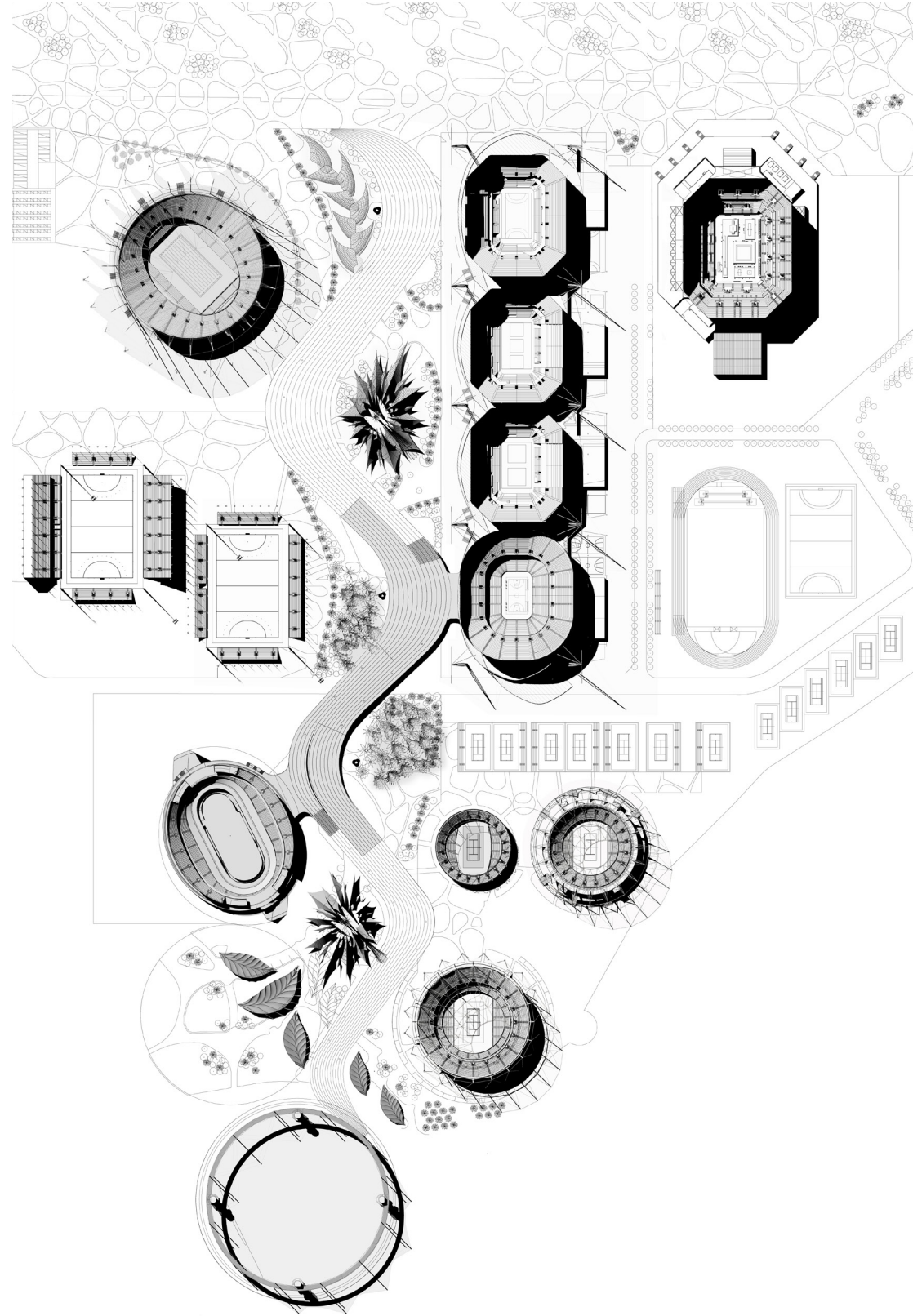


Criação de espaços para experiências diferenciadas / Creation of spaces for different experiences

pelo qual espectadores podem acessar as arenas /  
from which spectators can access the key venues







Jogos: Passeio Olímpico e Facilidades Esportivas /  
Games: Olympic Way and Venues

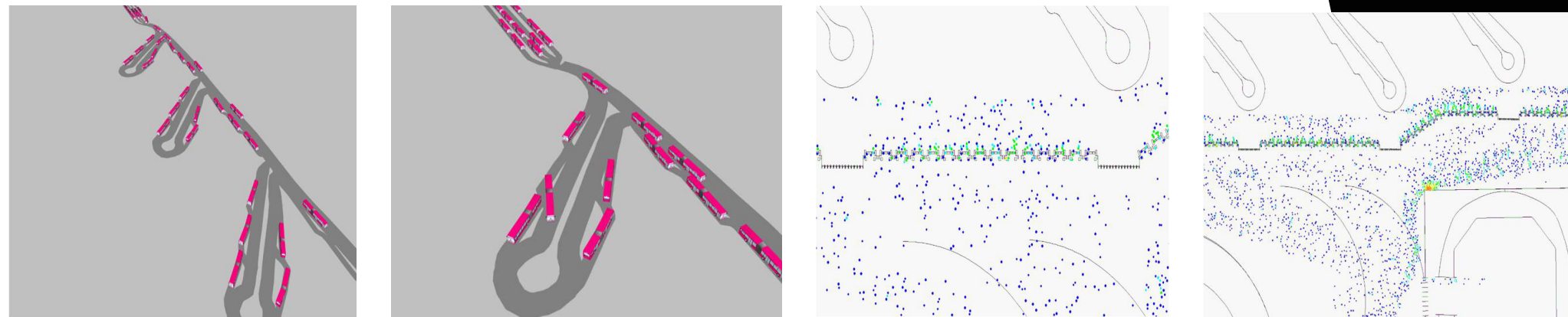


Jogos: Vista do Passeio Olímpico em direção ao Estádio Aquático /  
Games: View of the Olympic Way towards the Aquatics Stadium

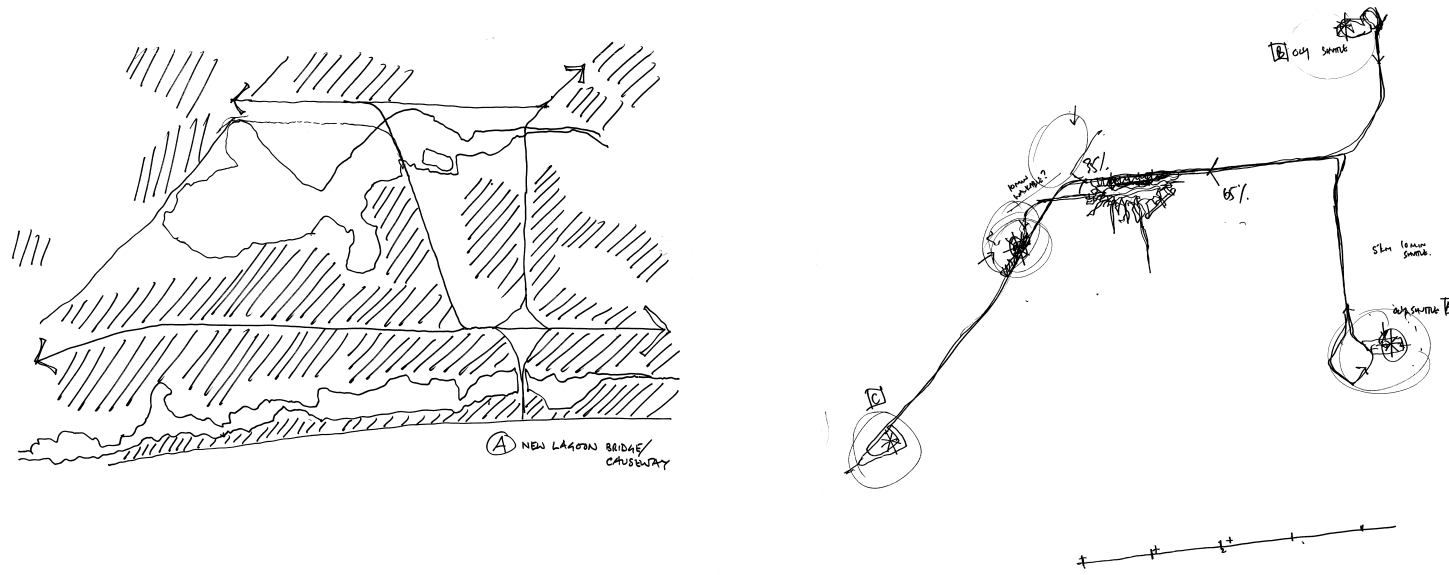








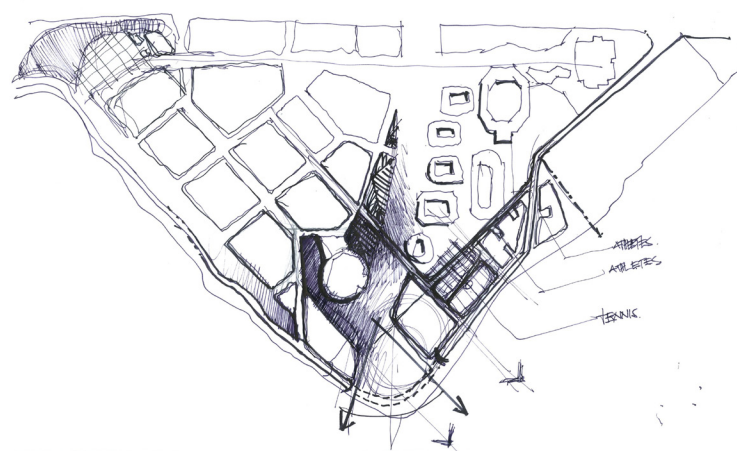
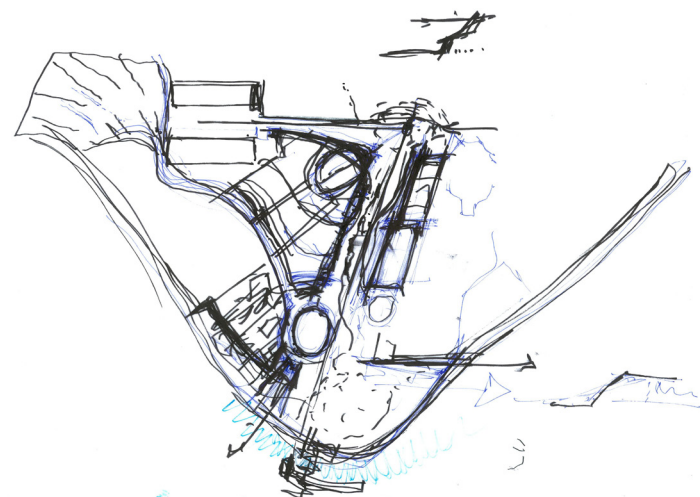
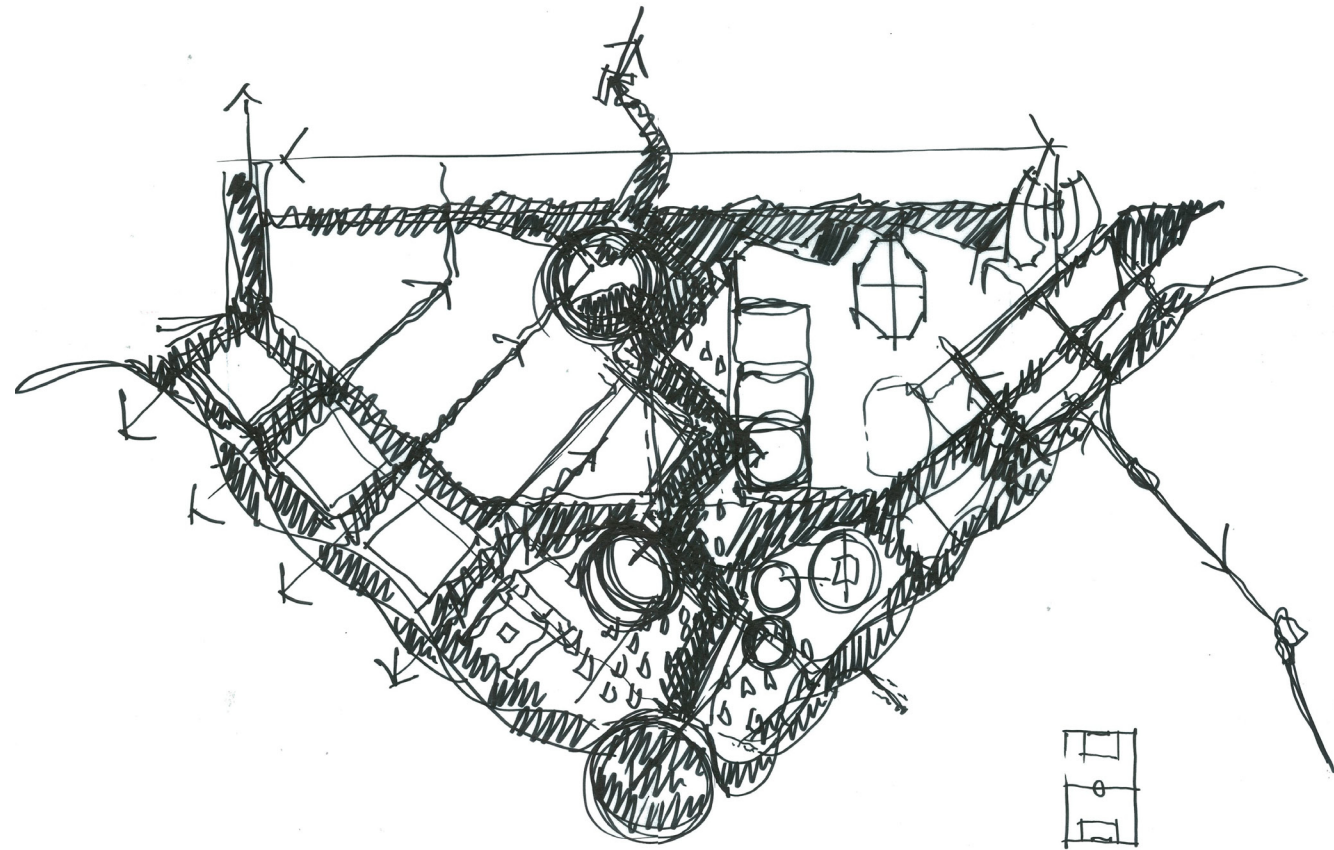
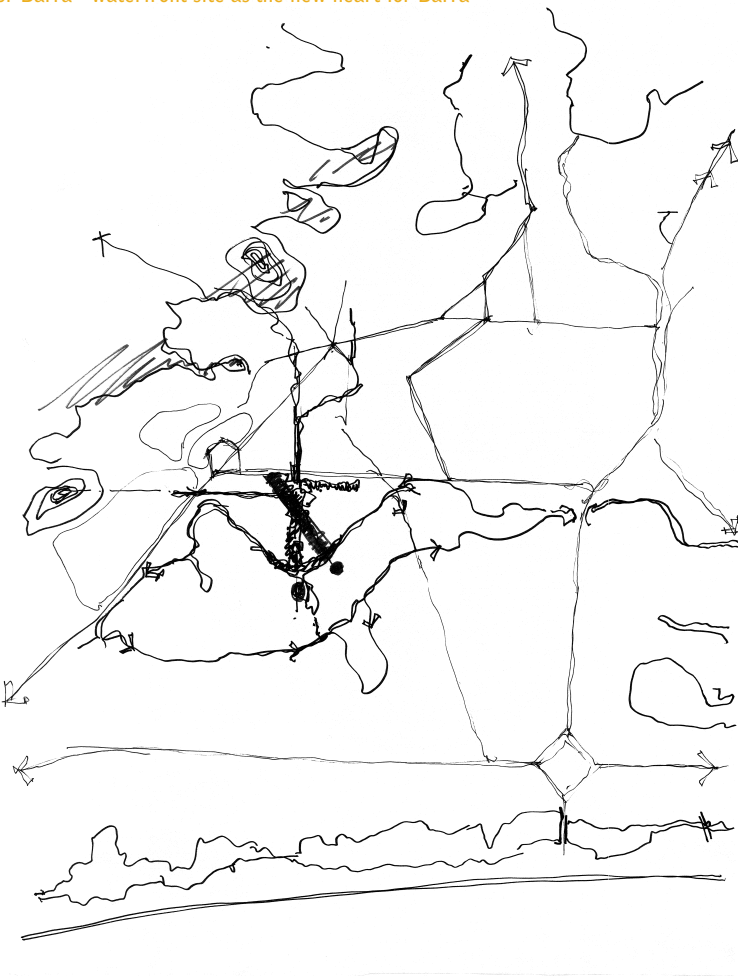




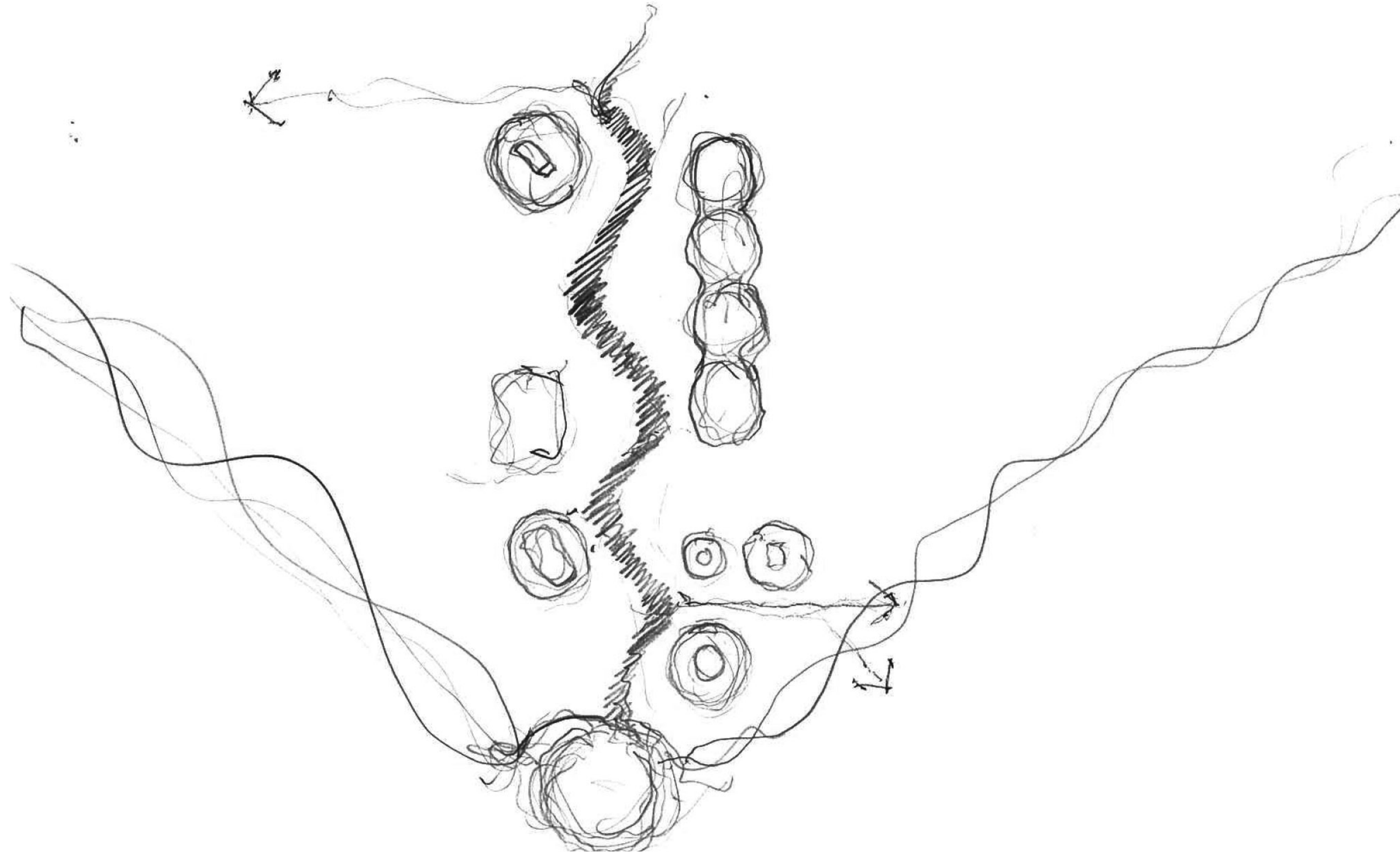
Desenvolvimento urbano existente na Barra da Tijuca /  
The existing urban development in Barra da Tijuca

Direções de acesso à área /  
Direction of site access

A área como novo pontode interesse para a Barra - beira d'água como novo coração da Barra /  
The site as the new promontory for Barra - waterfront site as the new heart for Barra

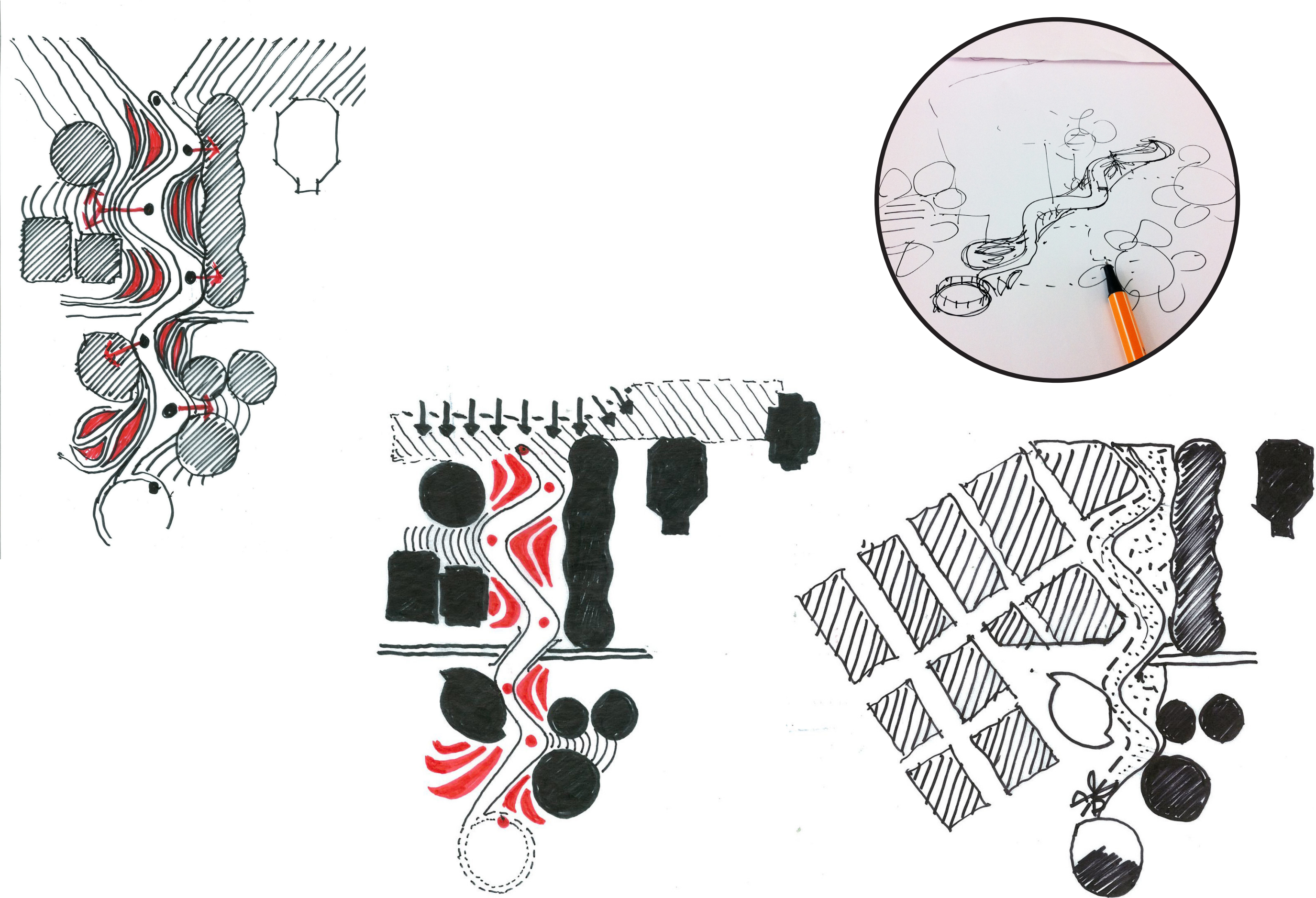
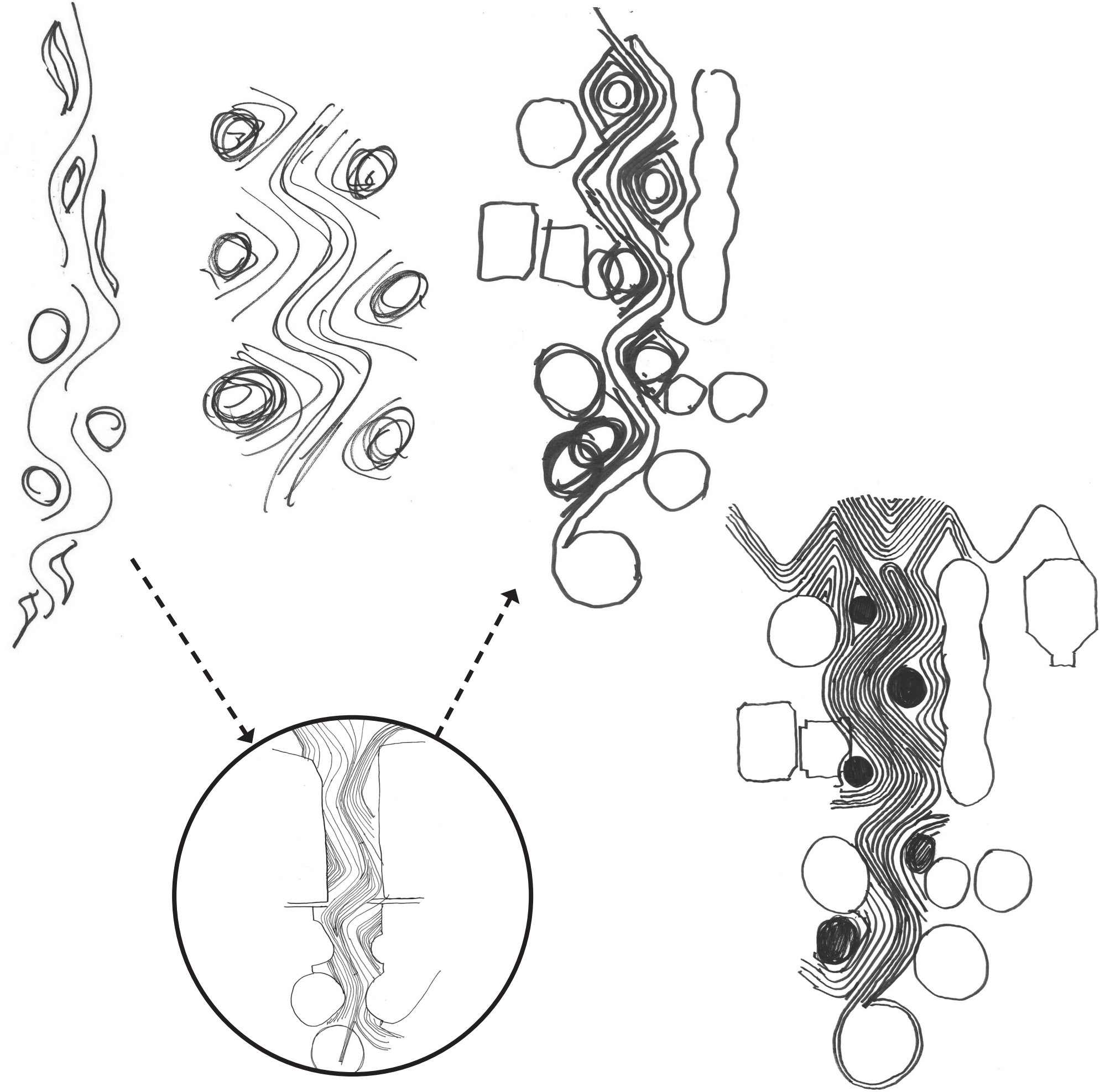
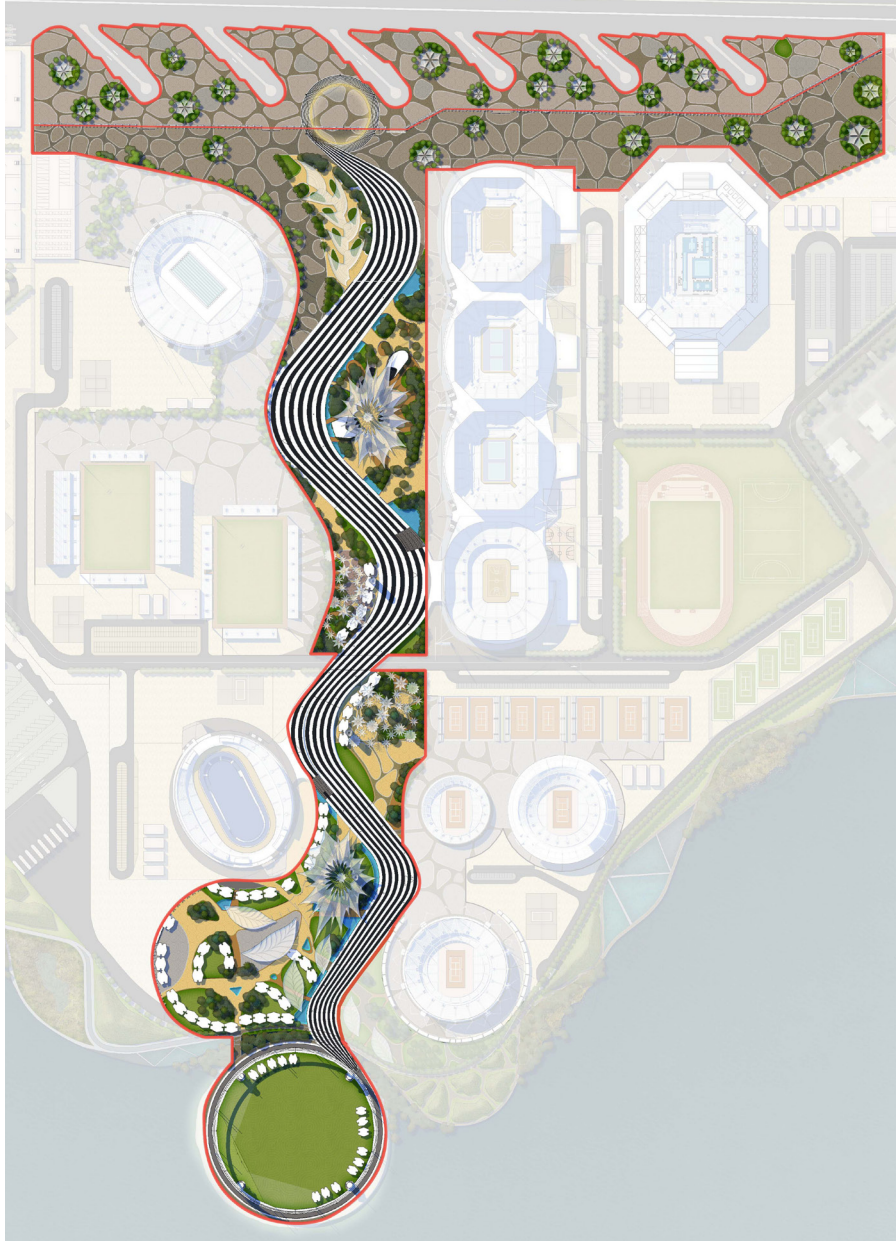


Legado: desenvolvimento em resposta ao Passeio Olímpico, variações /  
Legacy: development response to Olympic Way, variations



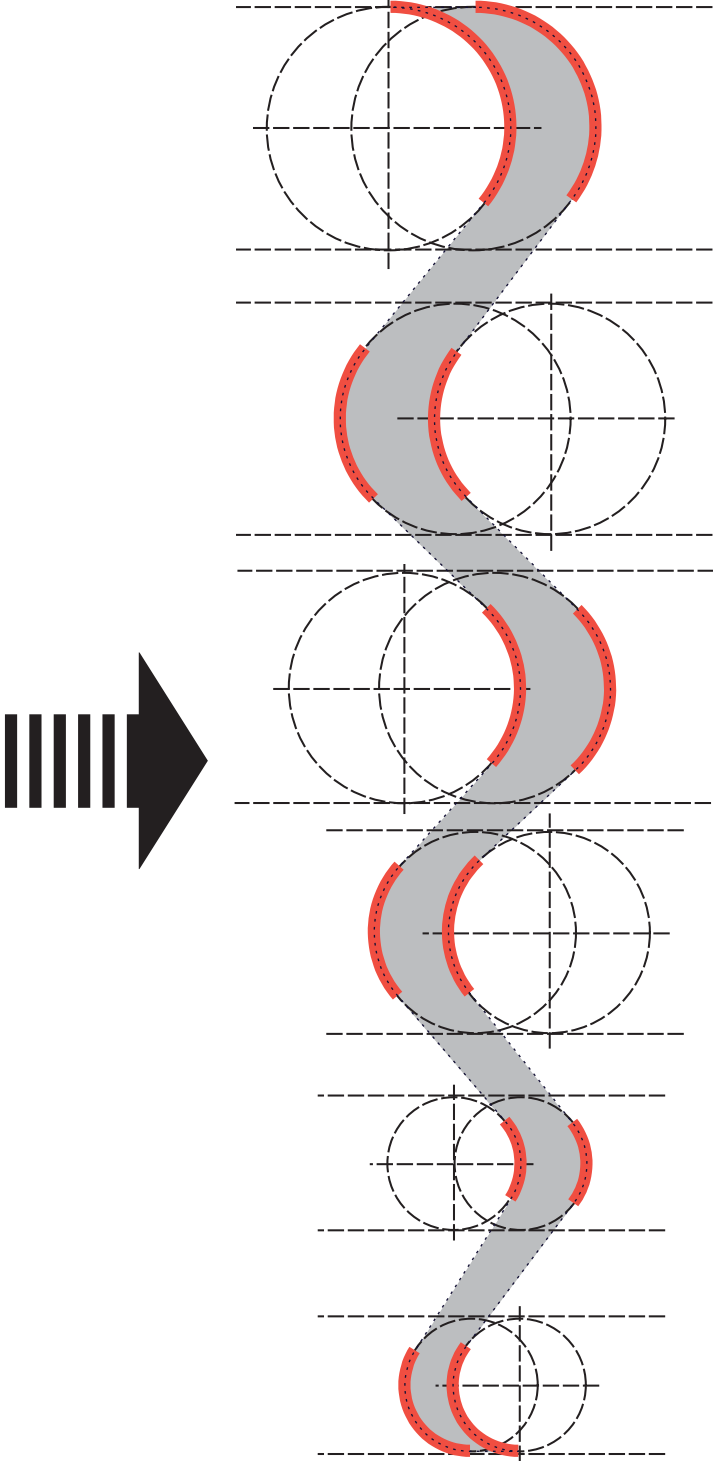
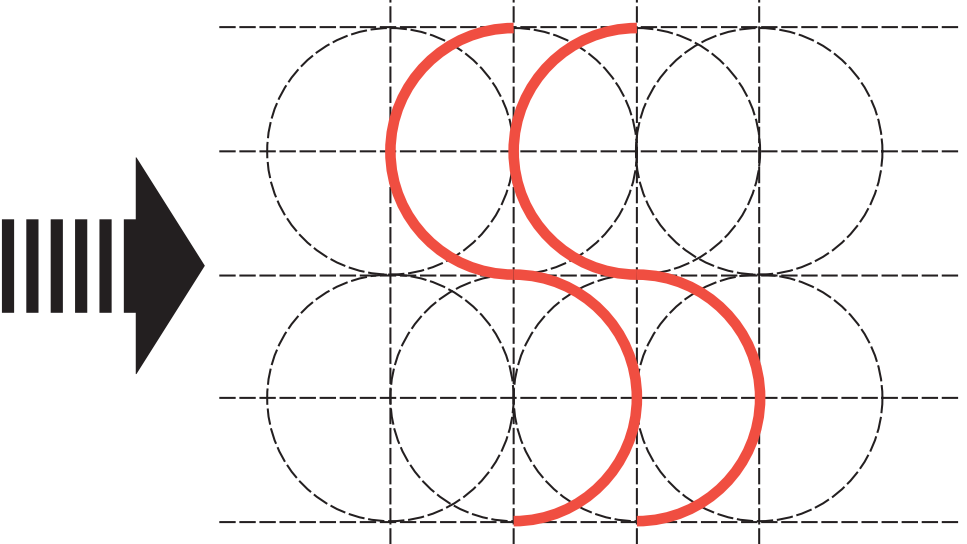


**‘Passeio Olímpica’ & Vilas**  
**‘Olympic Way’ & Villages**



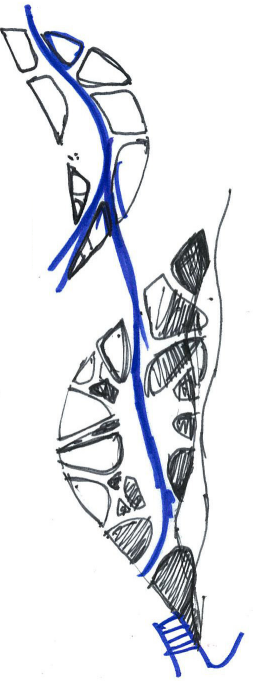
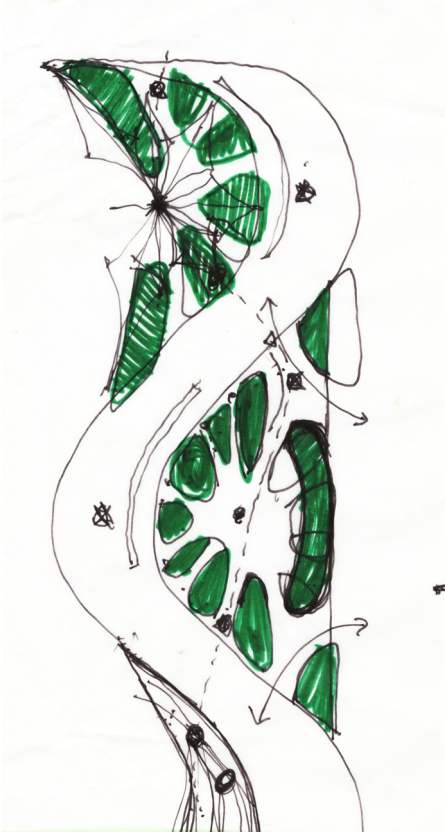


‘Passeio Olímpica’  
‘Olympic Way’



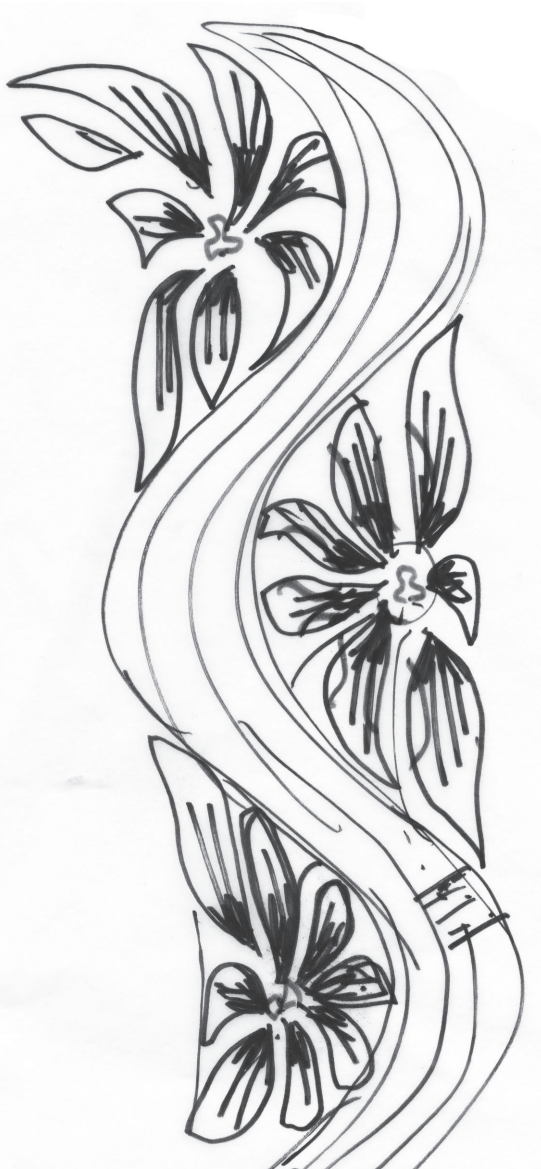
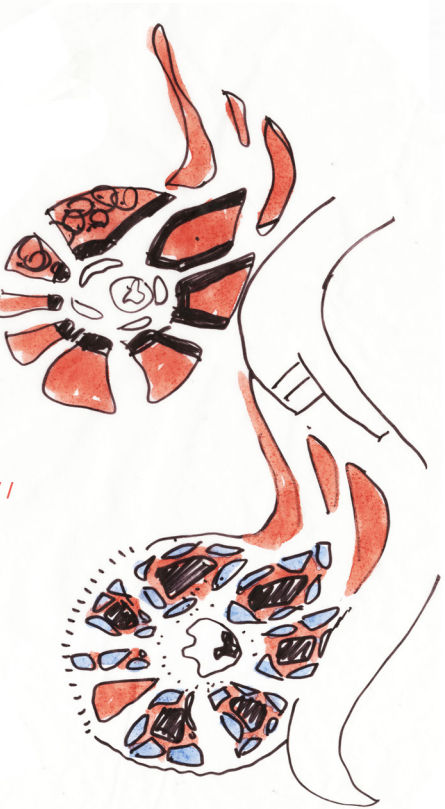


Vilas and Nature /  
Villages and Nature

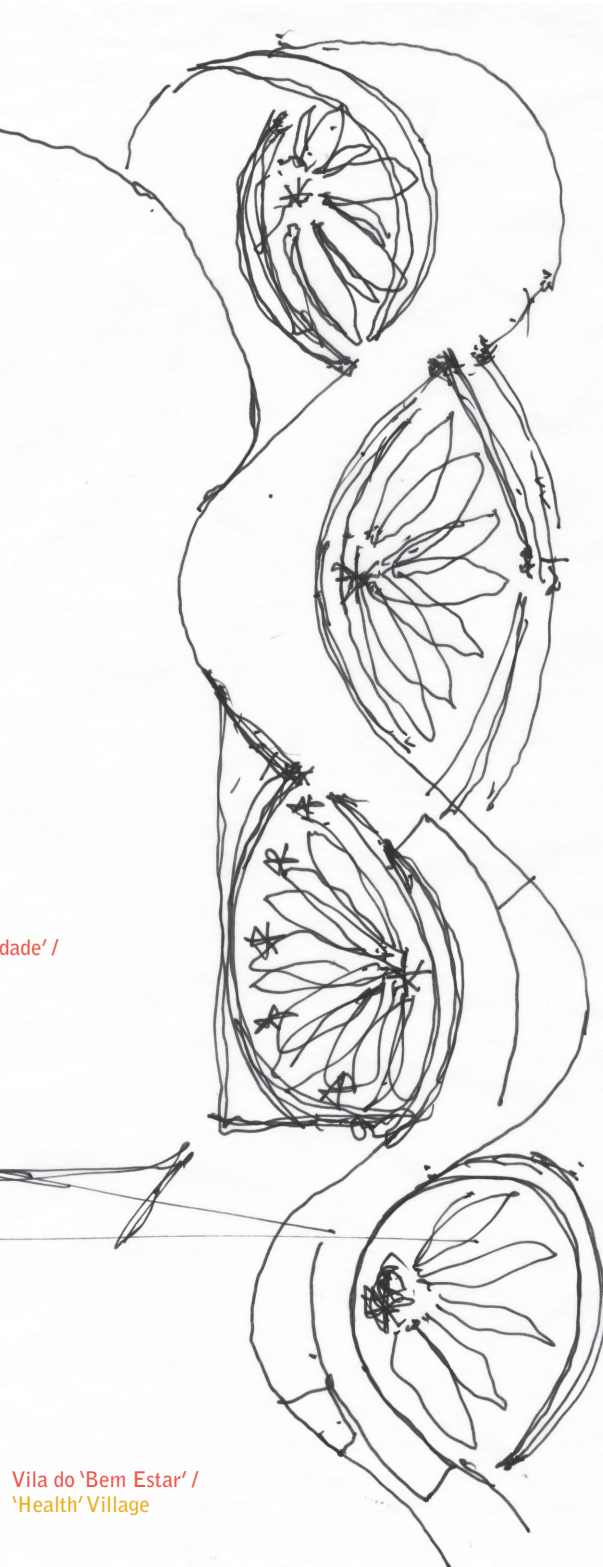


Vila de 'Beleza' /  
'Beauty' Village

Vila 'Da Conciência Climática' /  
'Climate' Village



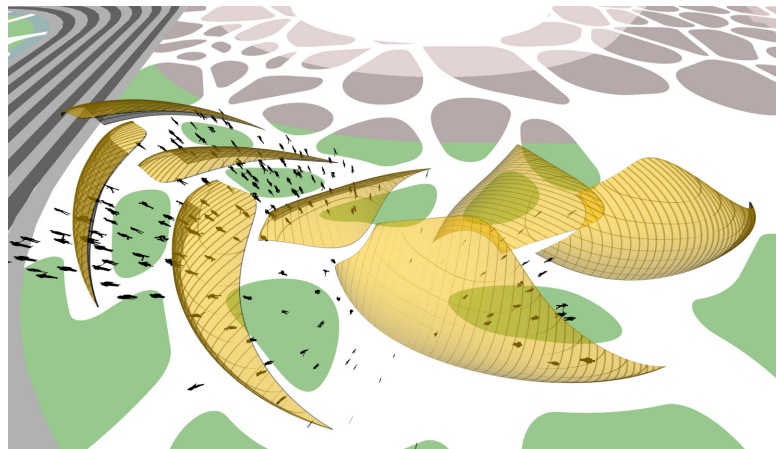
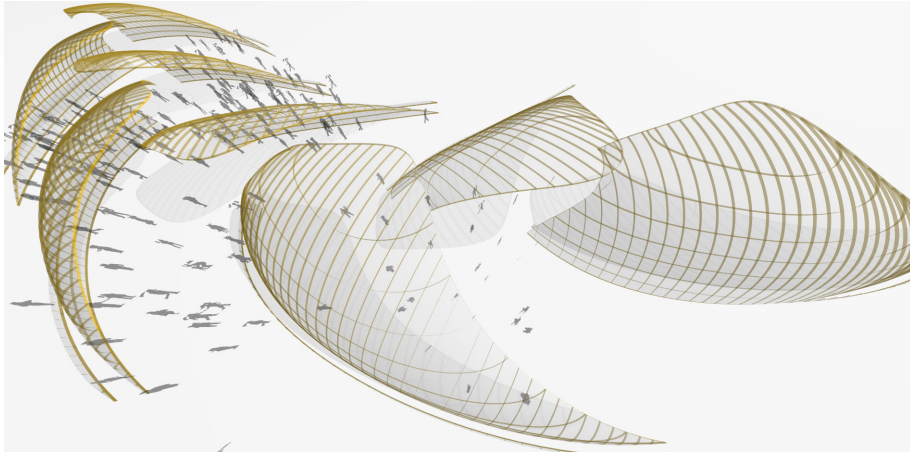
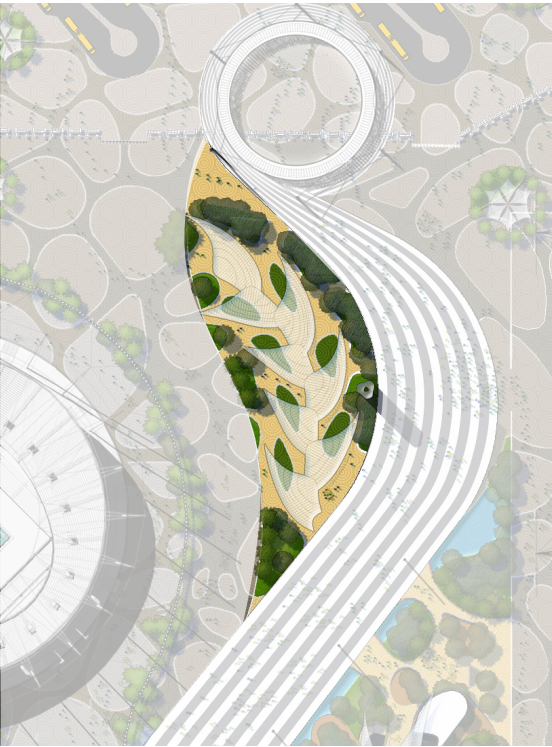
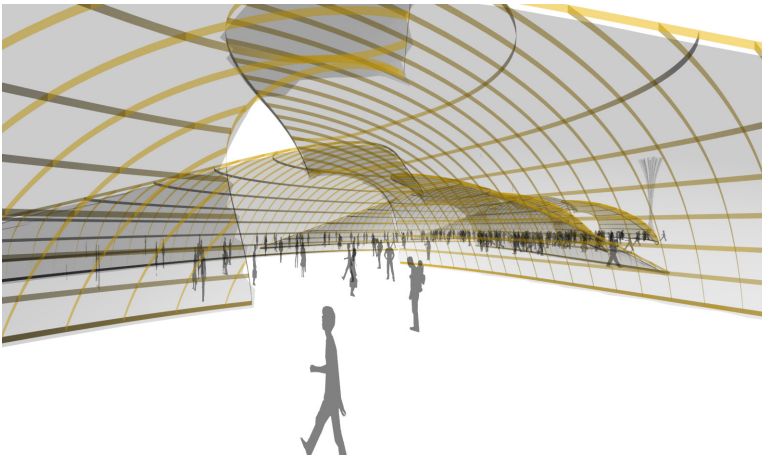
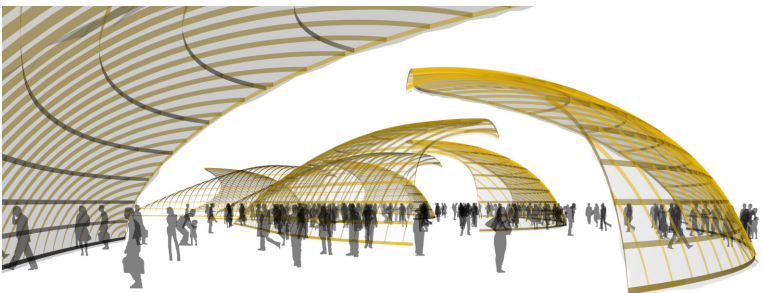
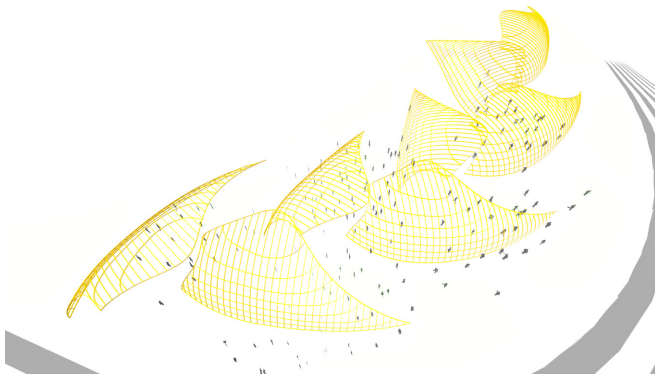
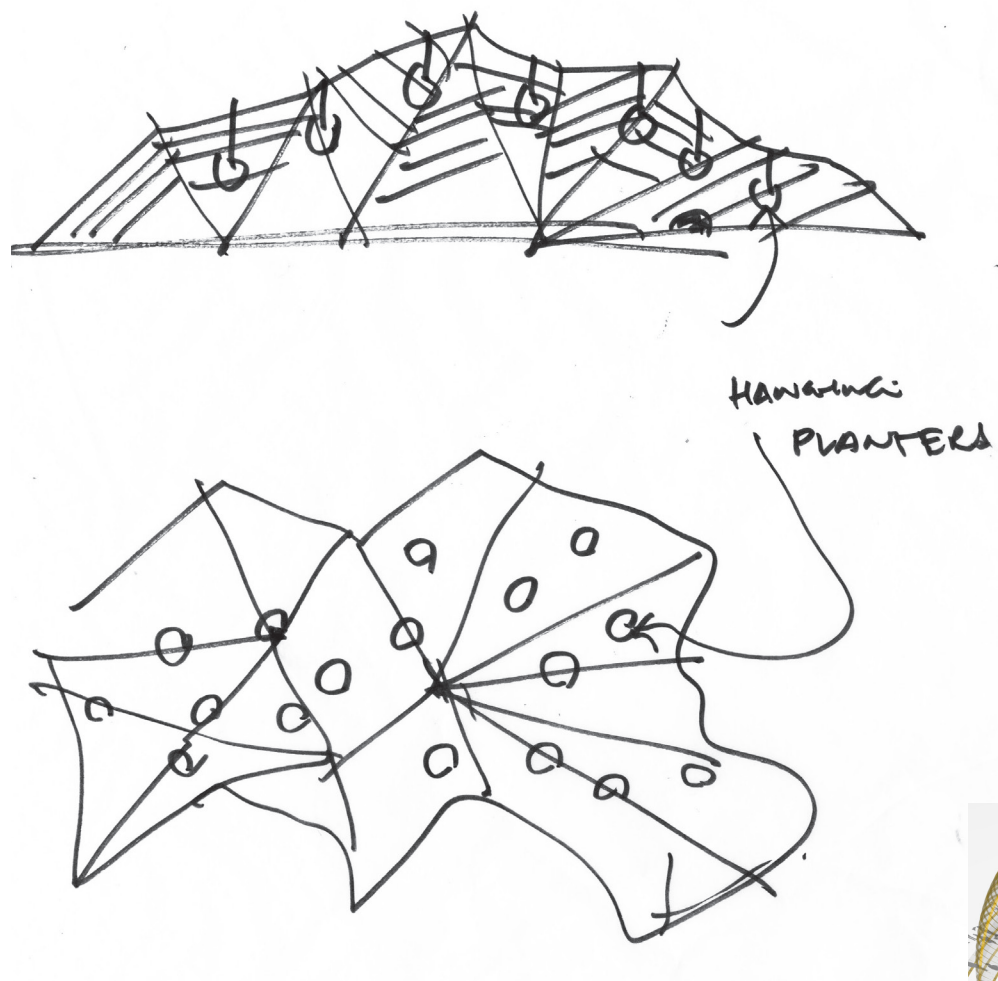
Vila da 'Sustentabilidade' /  
'Sustenance' Village



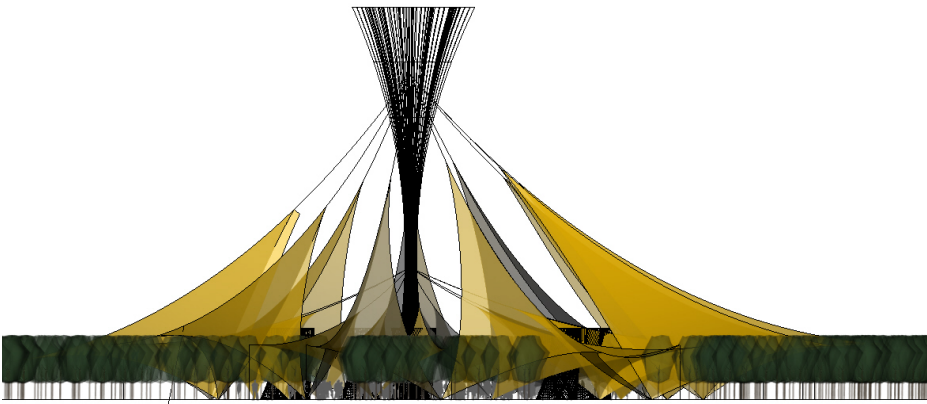
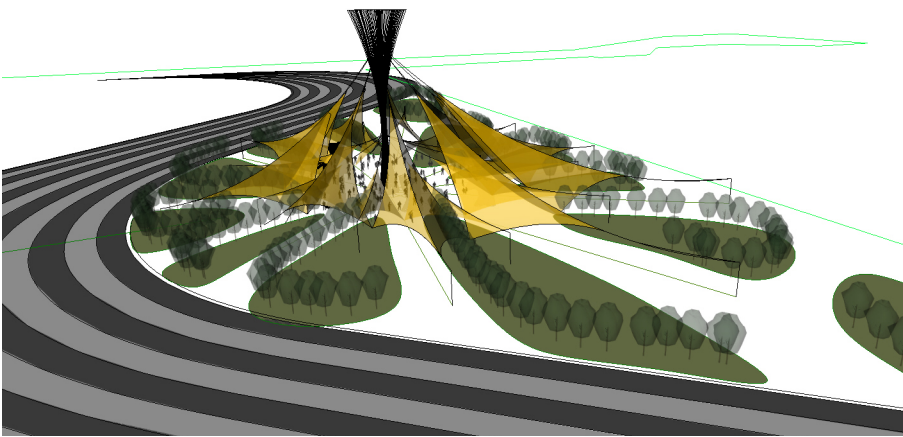
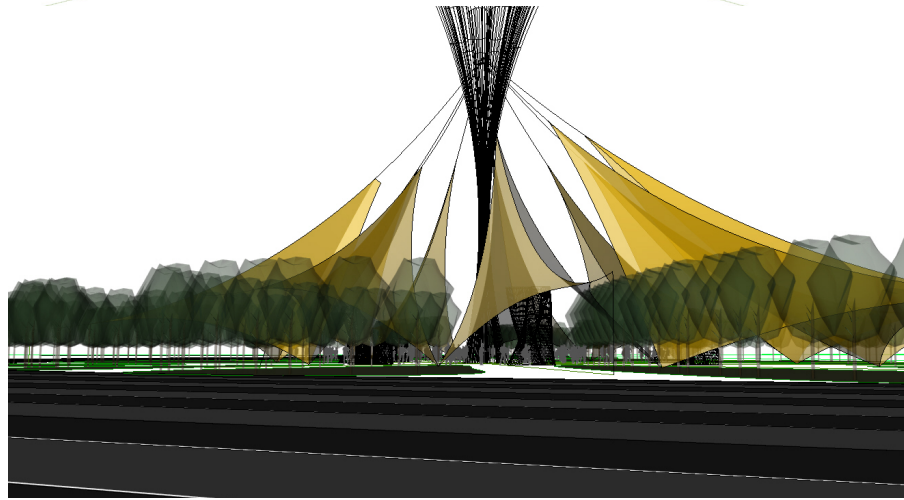
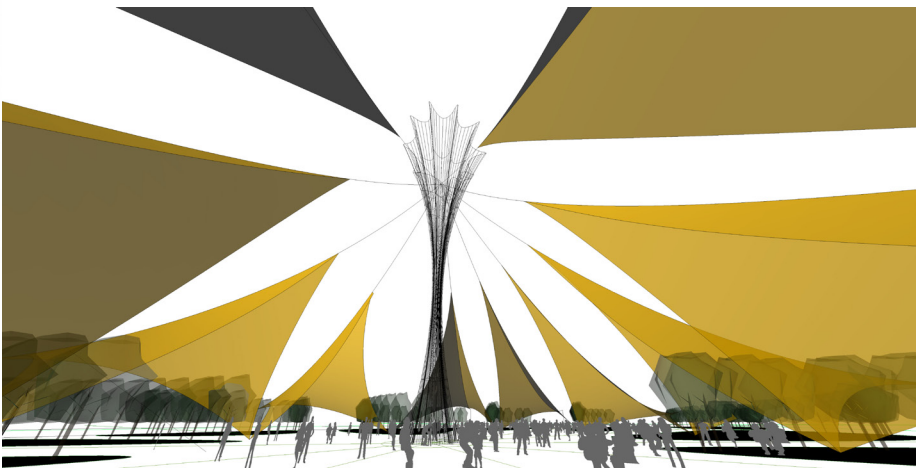
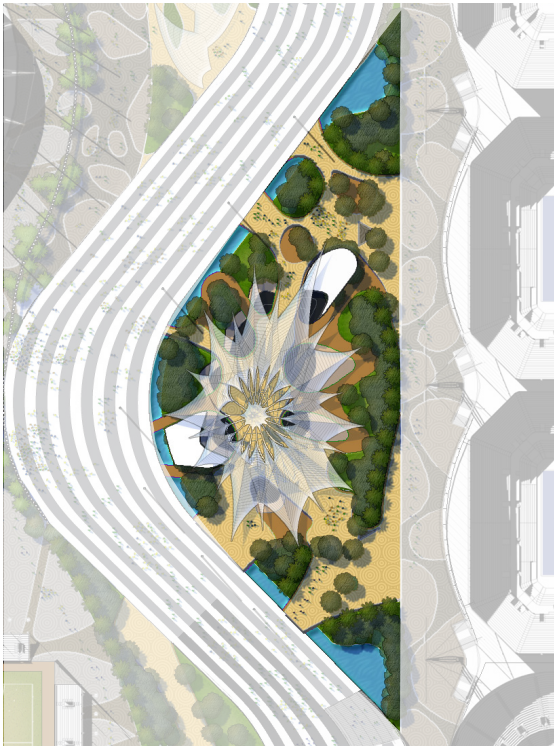
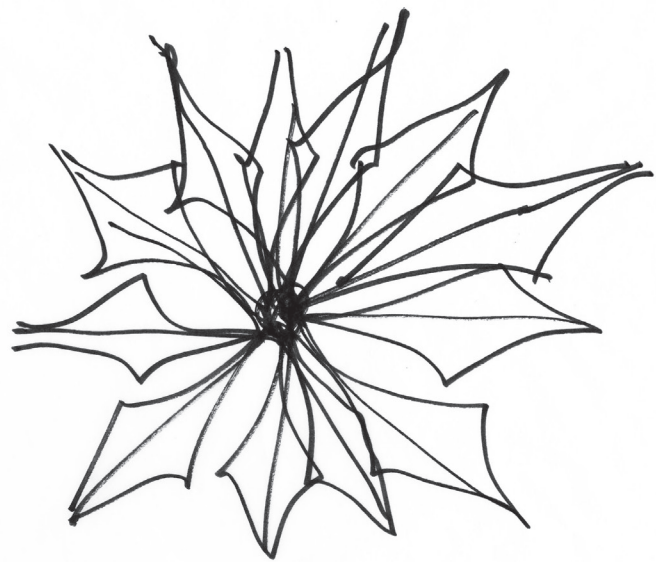
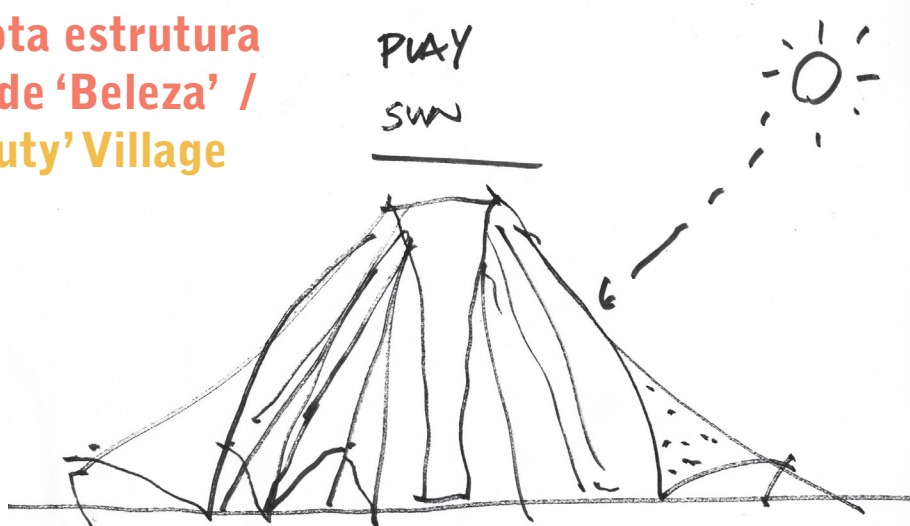
Vila do 'Bem Estar' /  
'Health' Village



Capota estrutura Vila da ‘Diversidade’ /  
‘Diversity’ Village

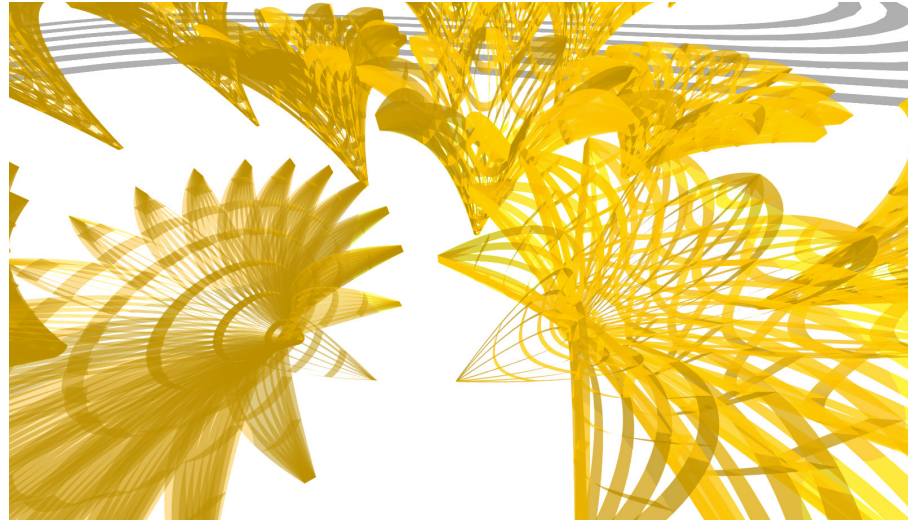
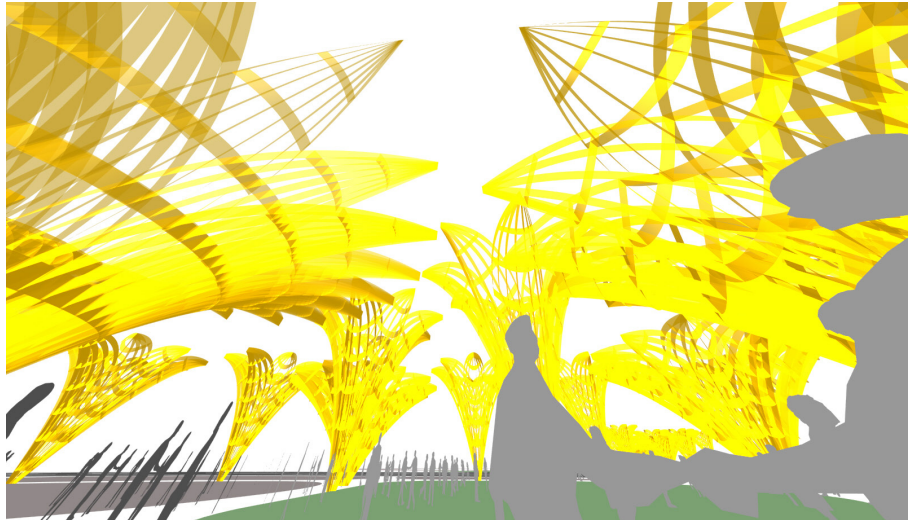
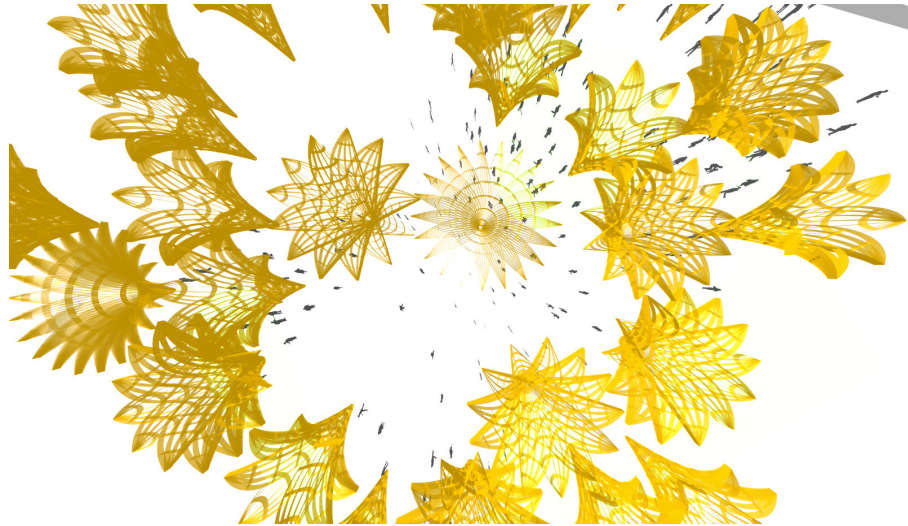
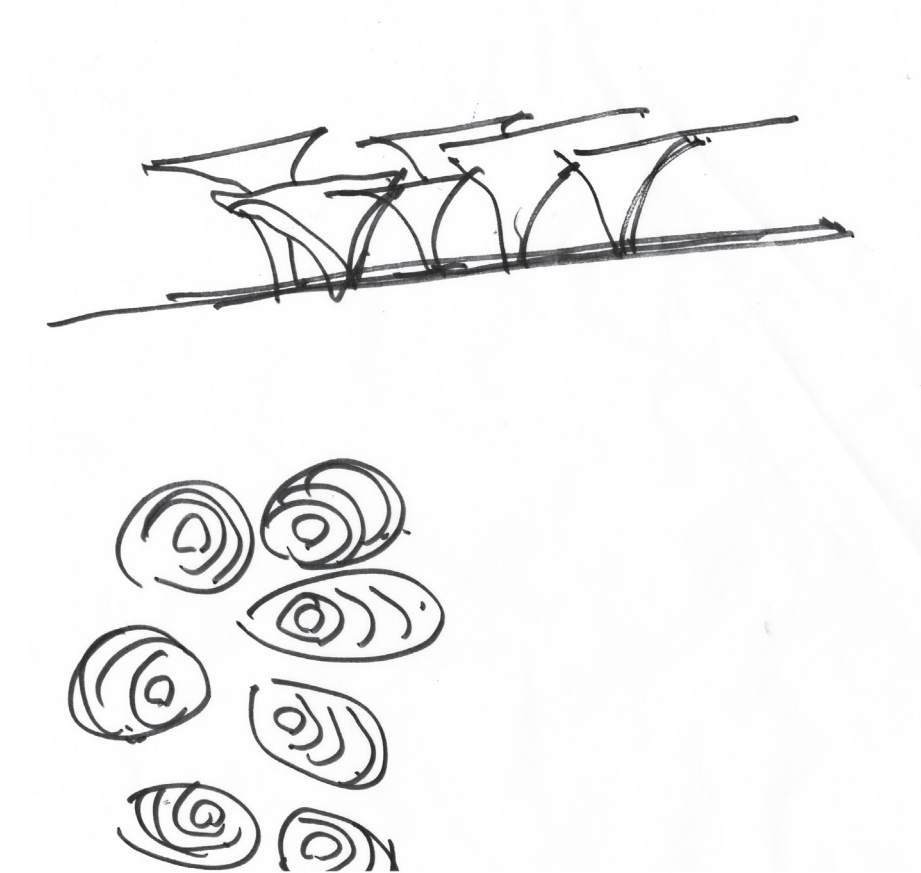


Capota estrutura  
Vila de ‘Beleza’ /  
‘Beauty’ Village

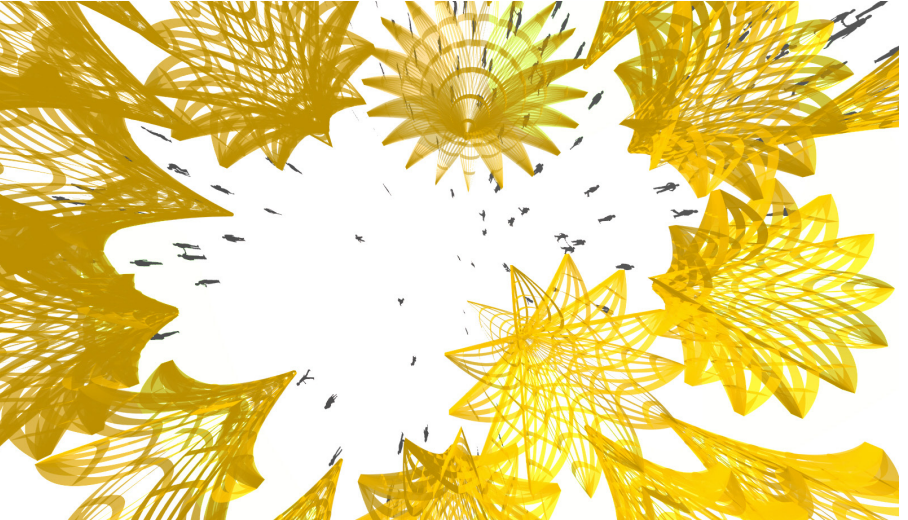
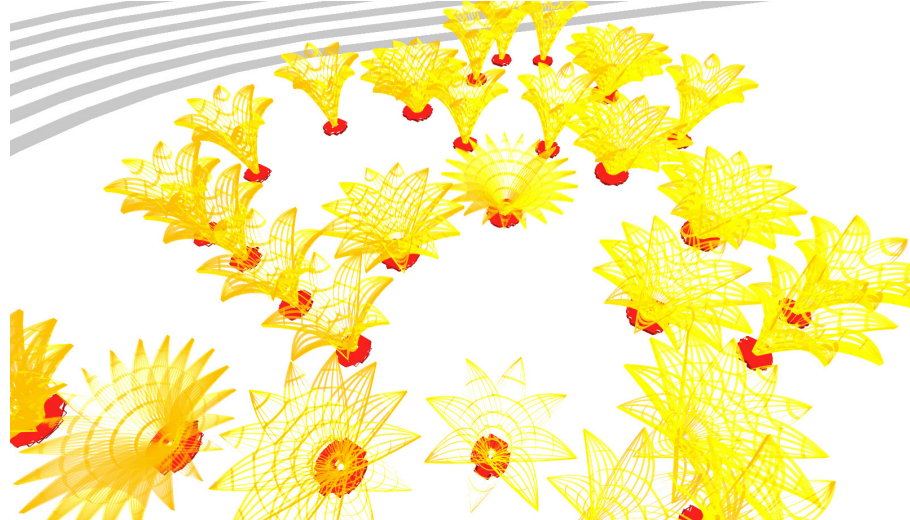
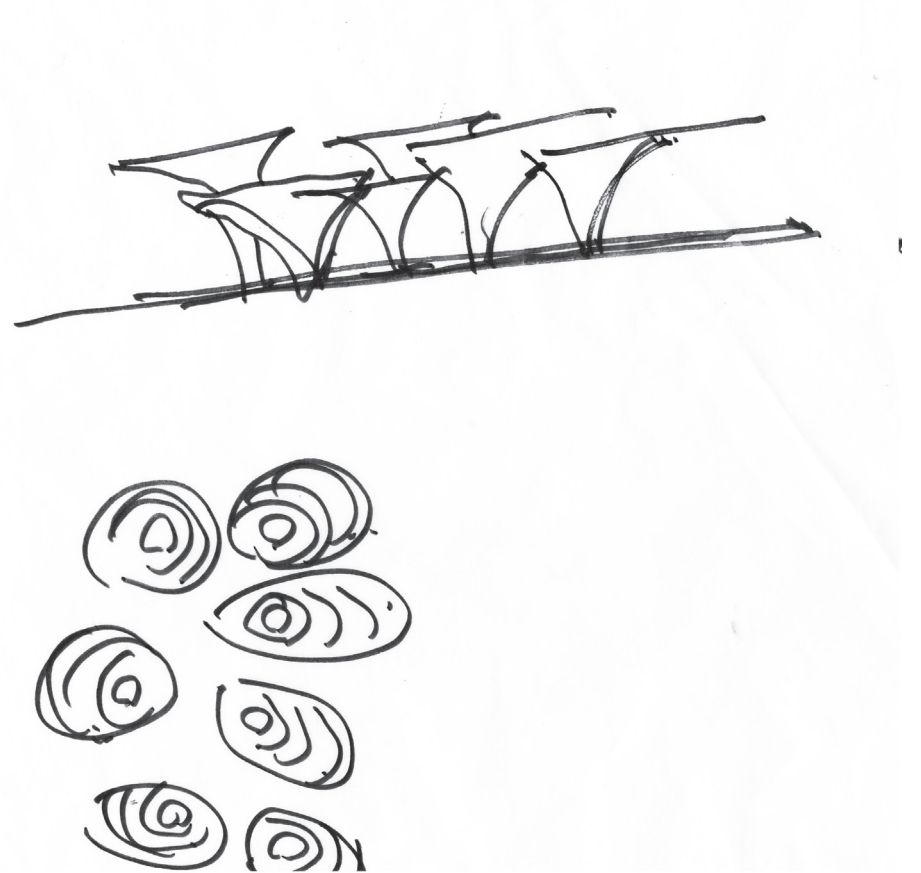




Capota estrutura Vila da ‘Sustentabilidade’ /  
‘Sustenance’ Village



Capota estrutura Vila do ‘Bem Estar’ /  
‘Health’ Village

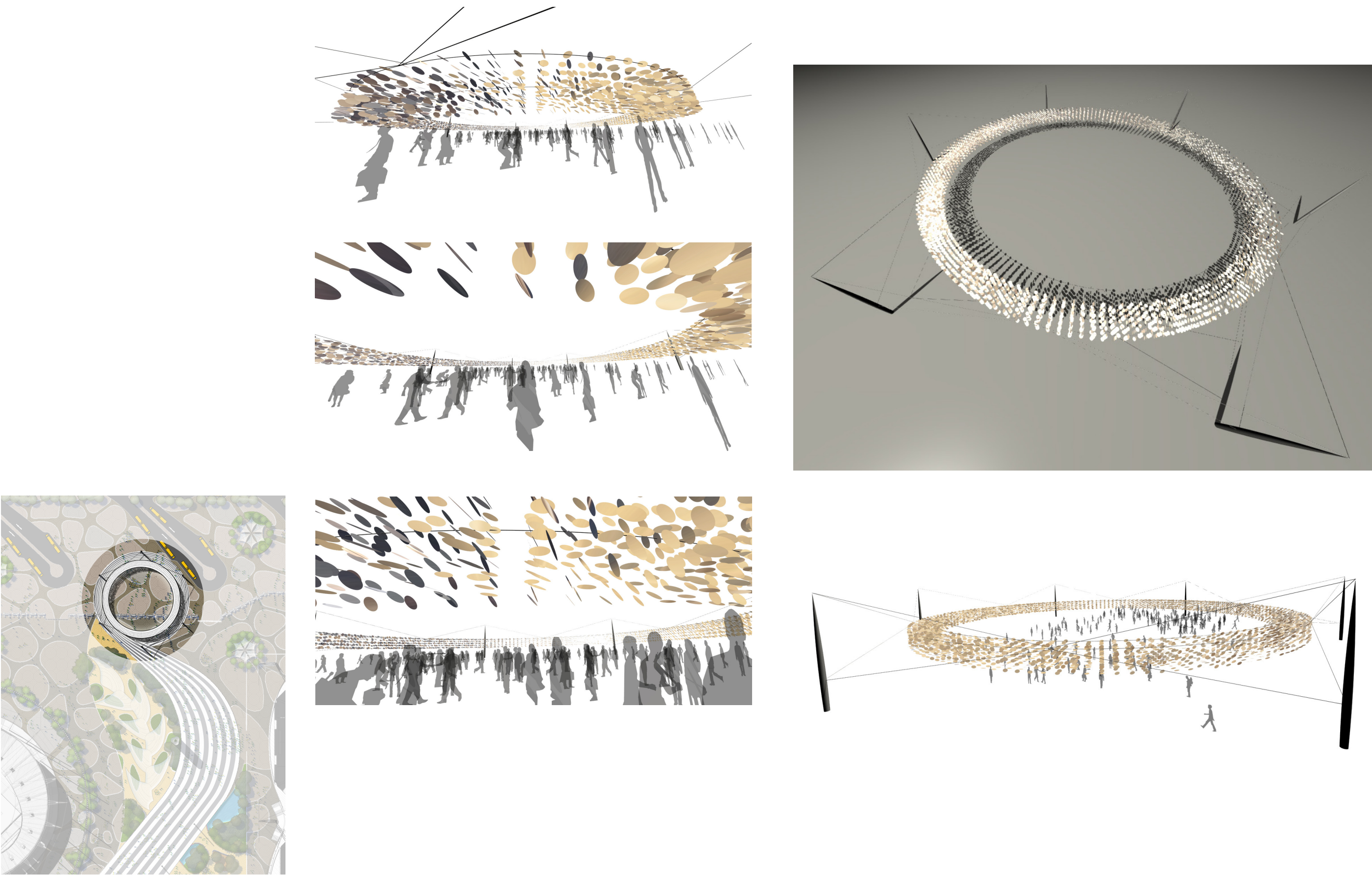




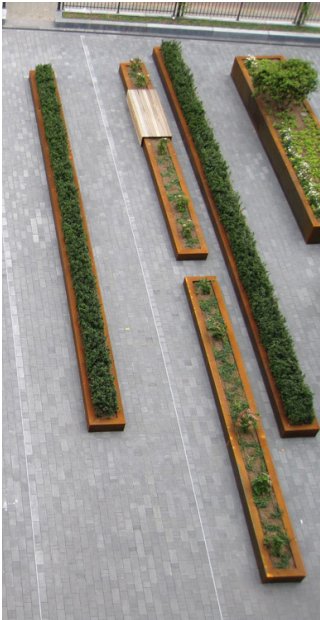
Capota estrutura Vila ‘Da Conciencia Climatica’ /  
‘Climate’ Village



Halo portão /  
Halo Gateway

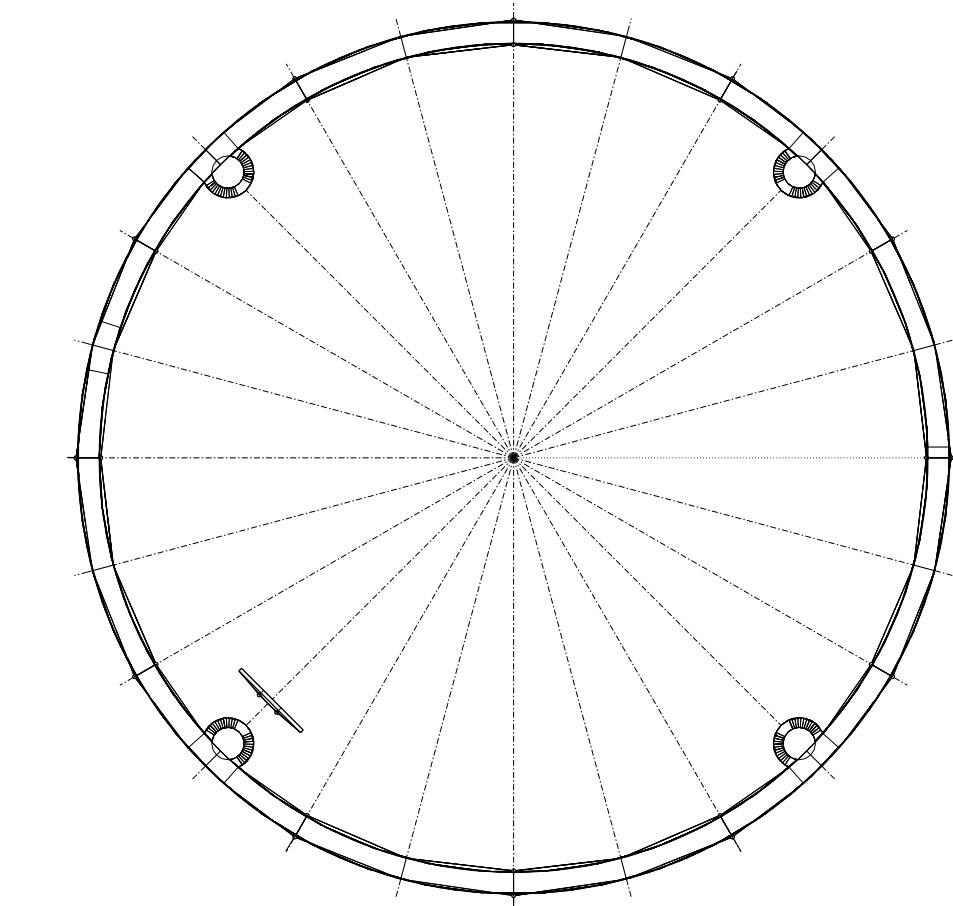
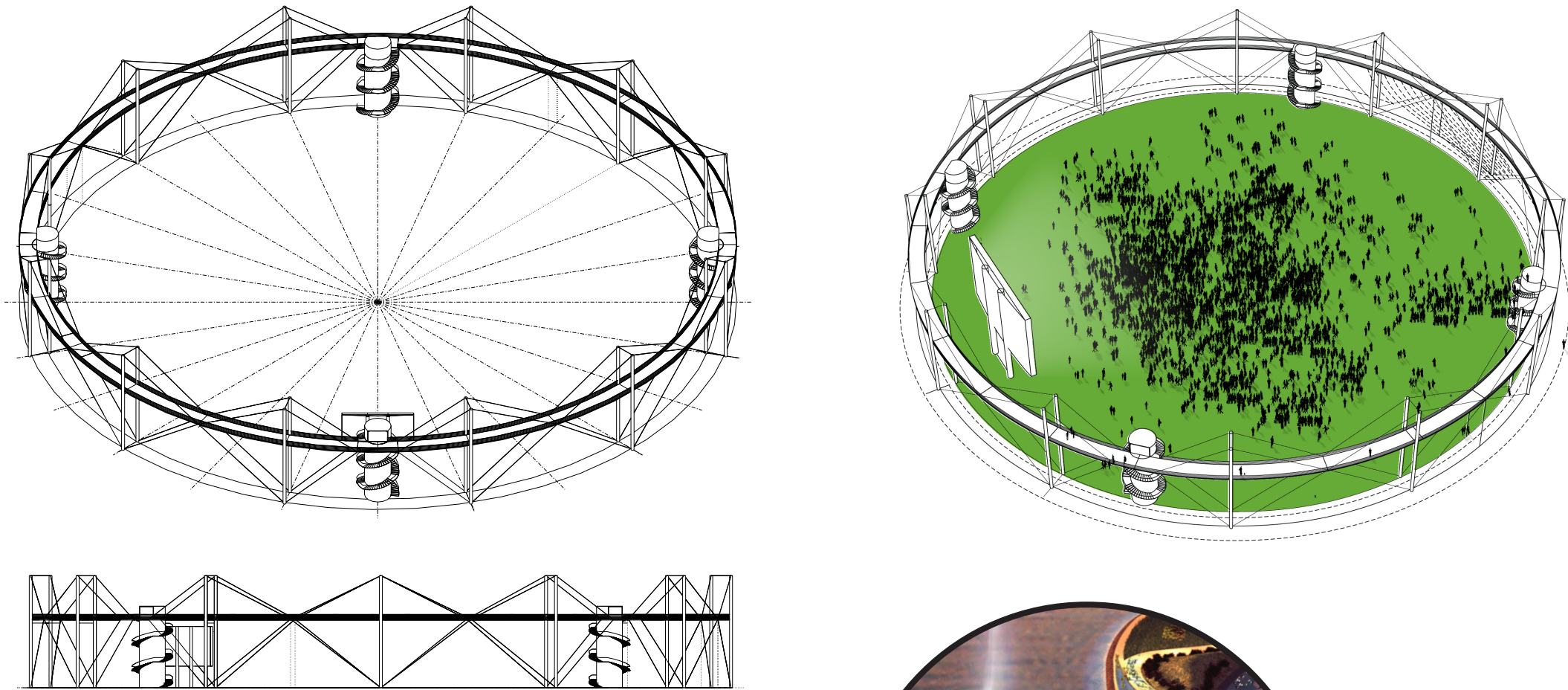




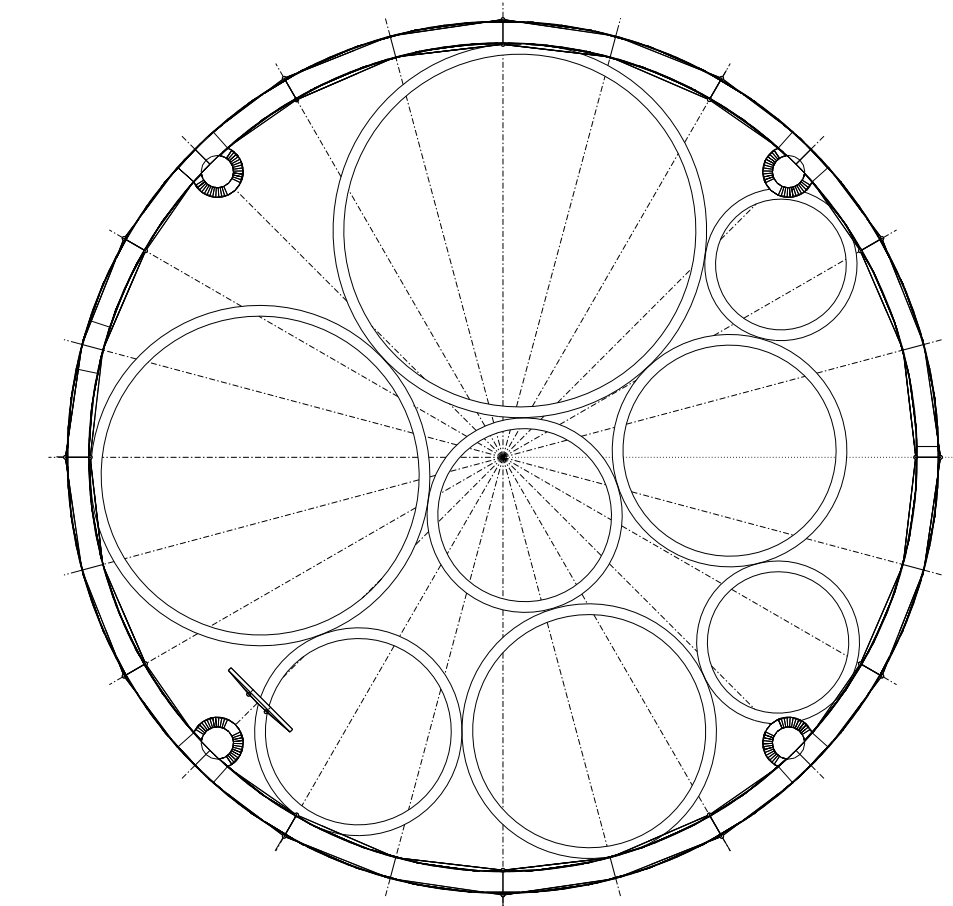
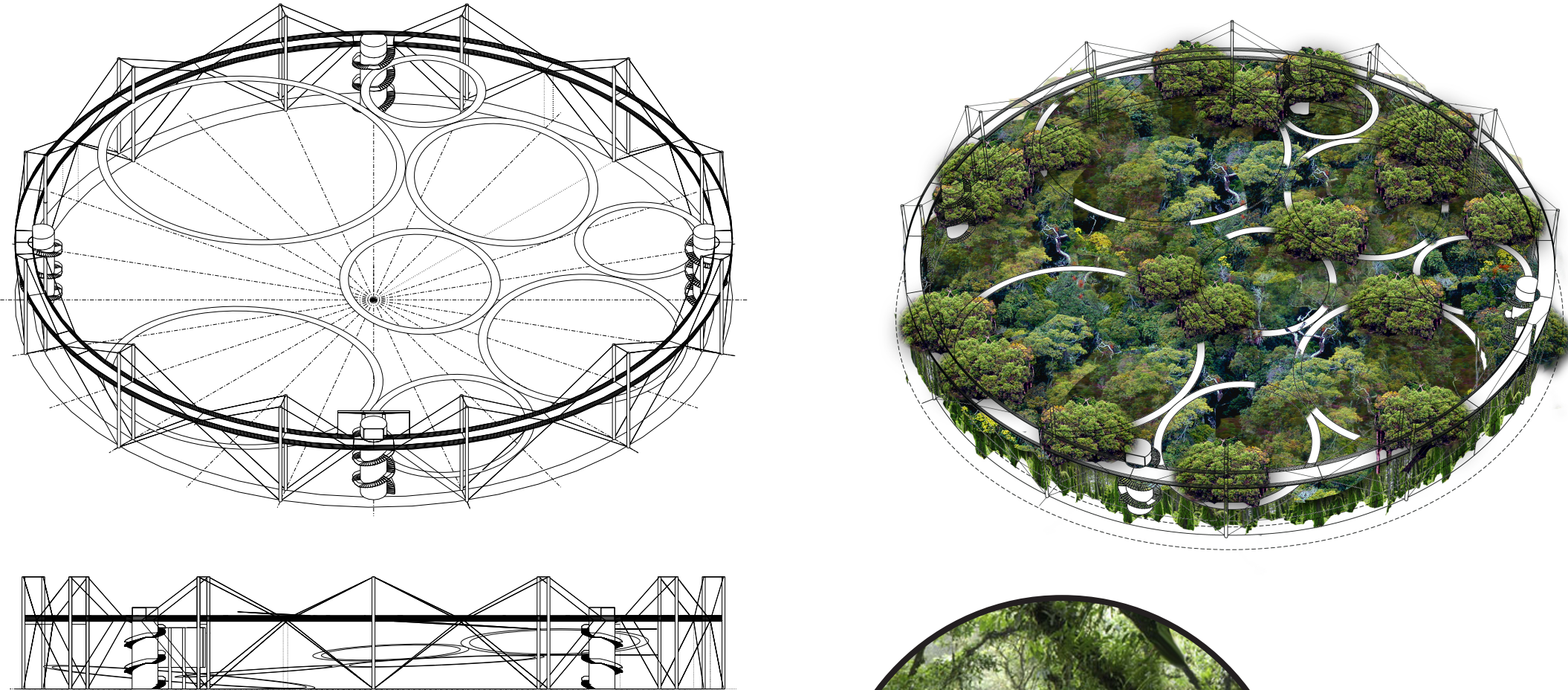




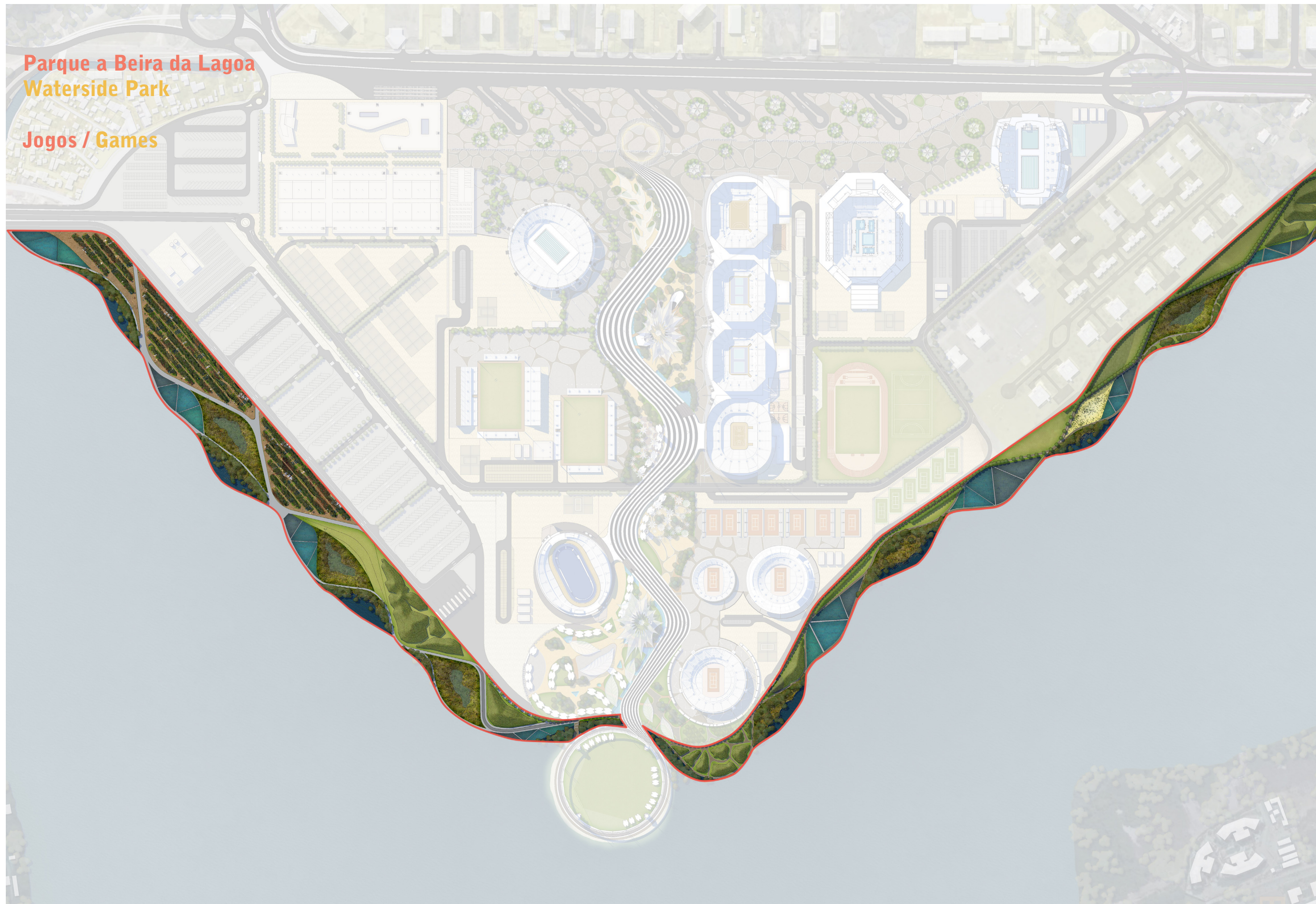
Live Site / Live Site  
Jogos / Games



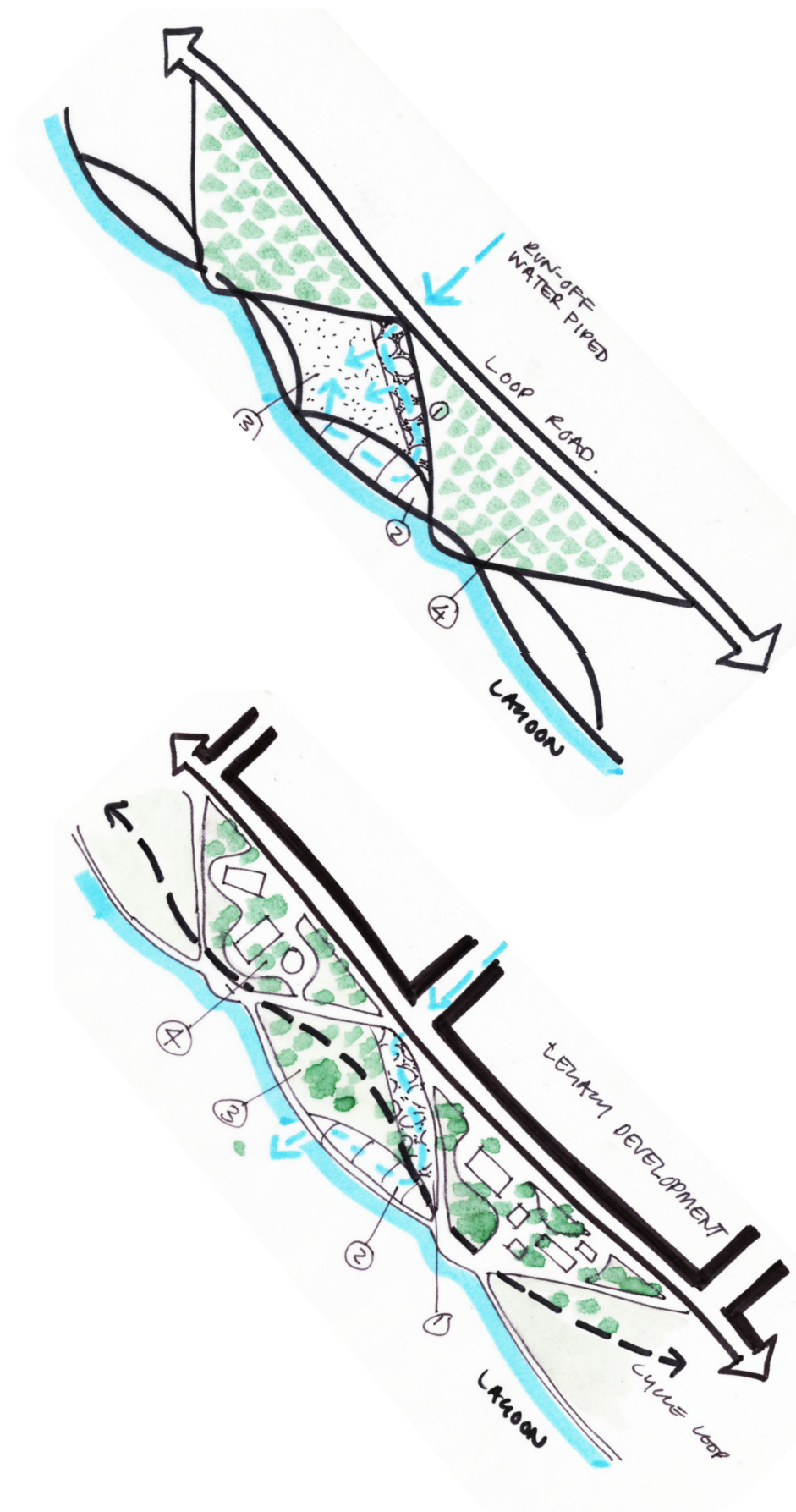
Legado / Legacy  
Centro de educação  
sobre a Floresta /  
Tropical Rainforest  
education centre



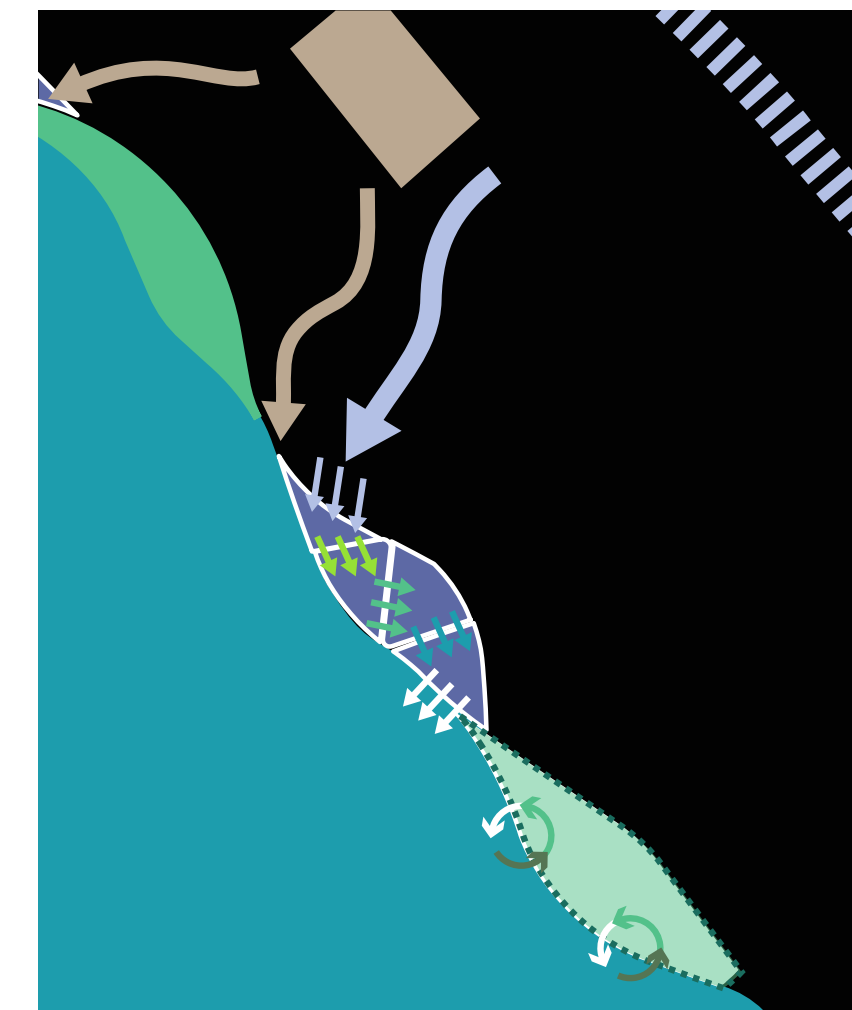
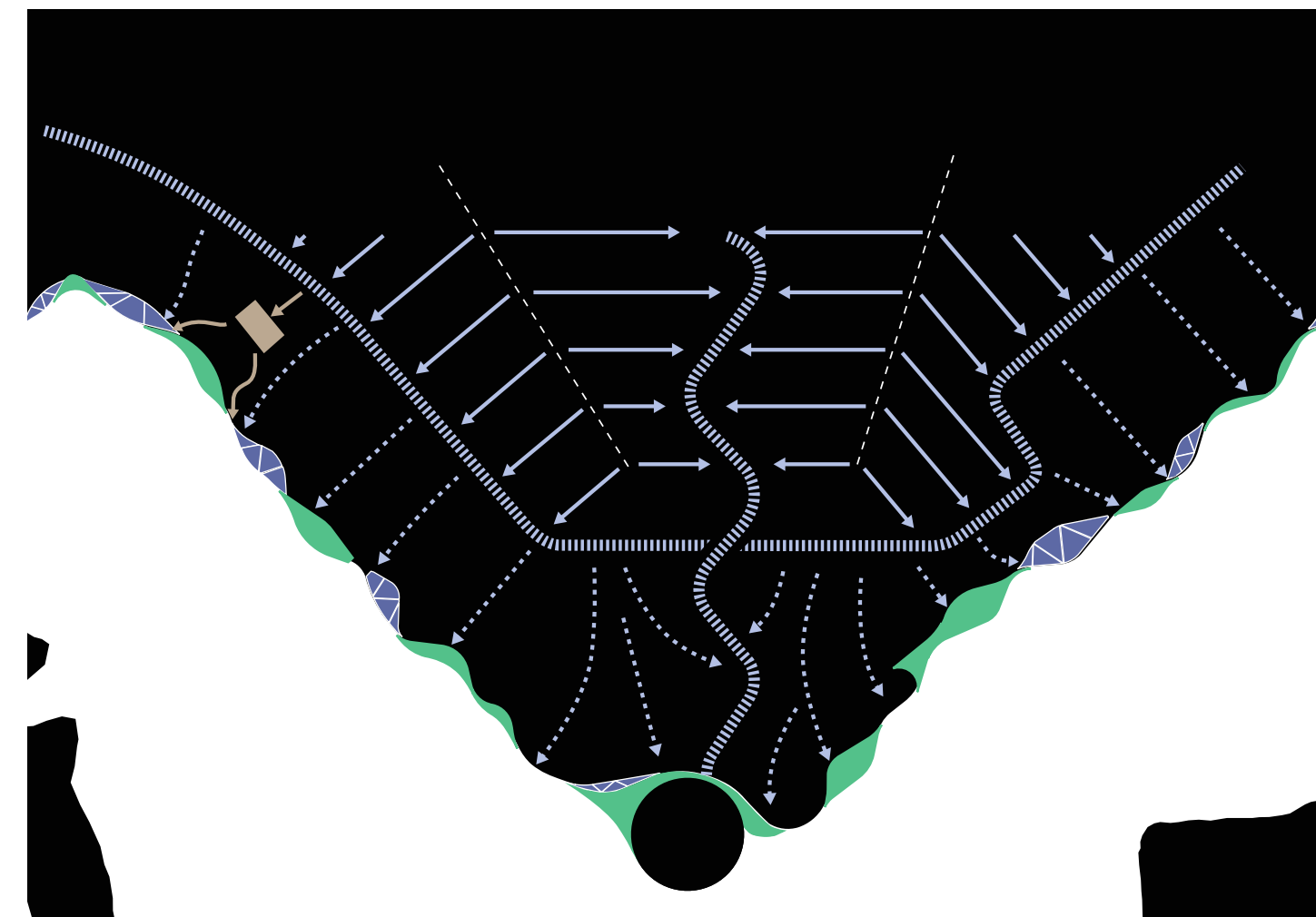
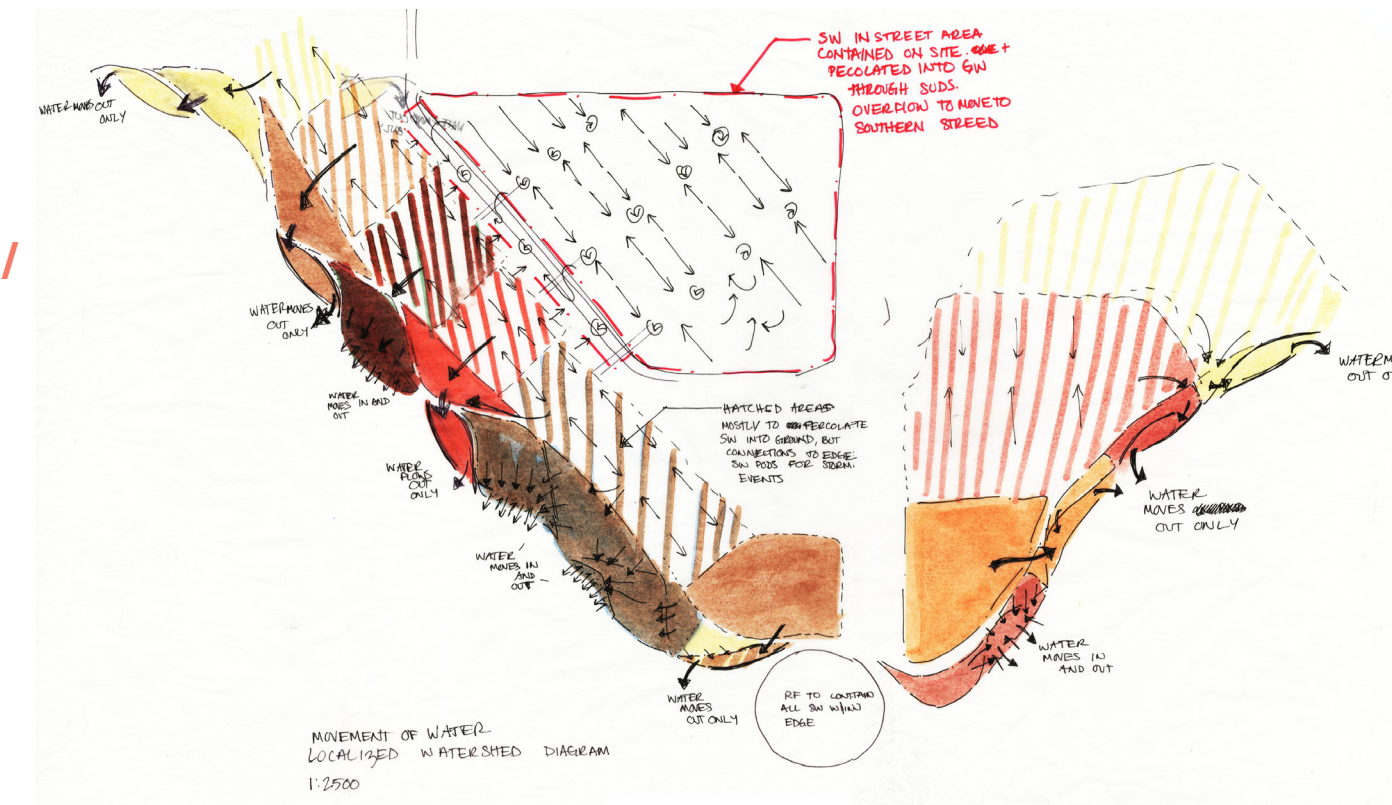








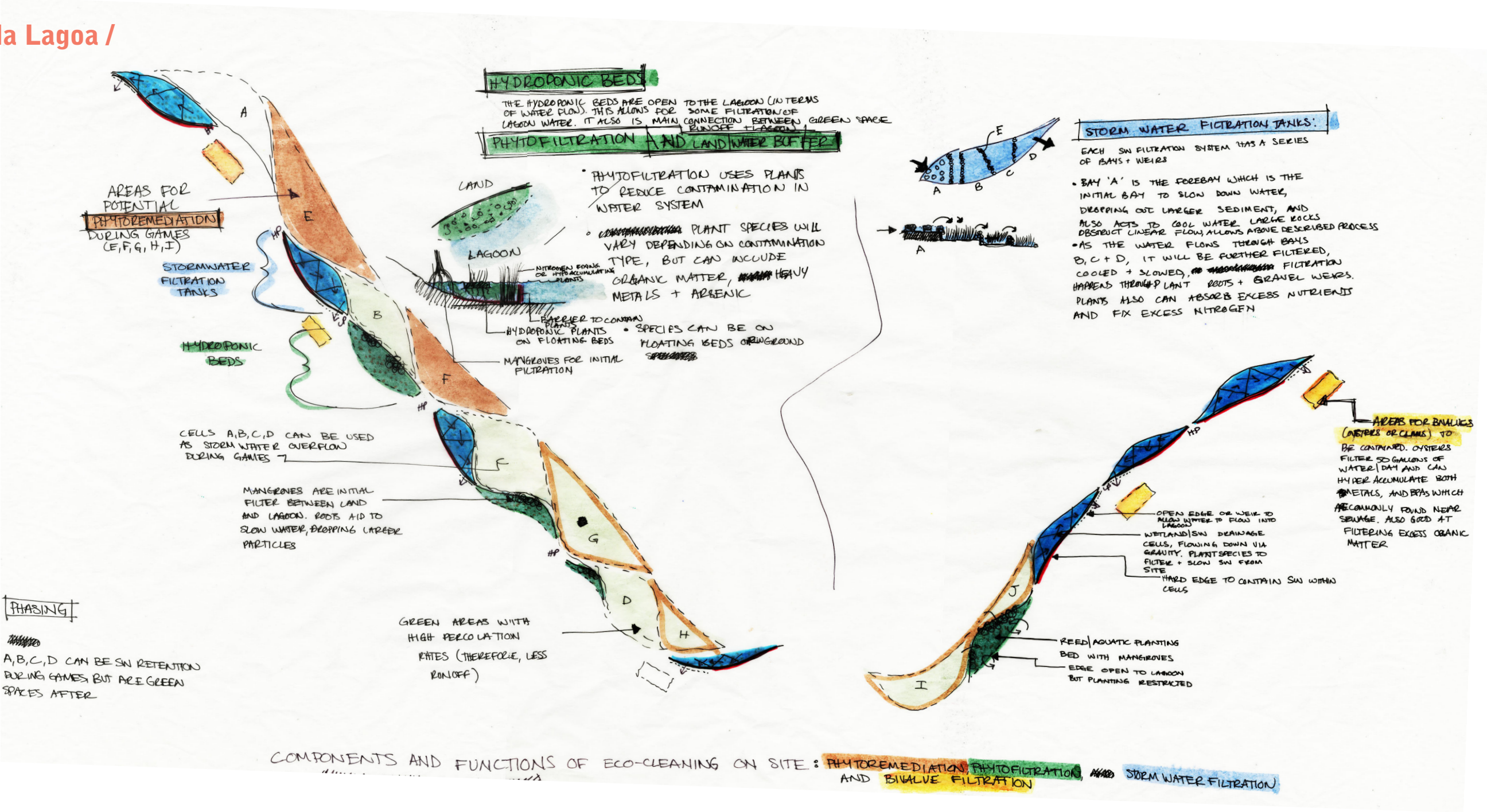
## Lagoa de filtração / Filtration pond





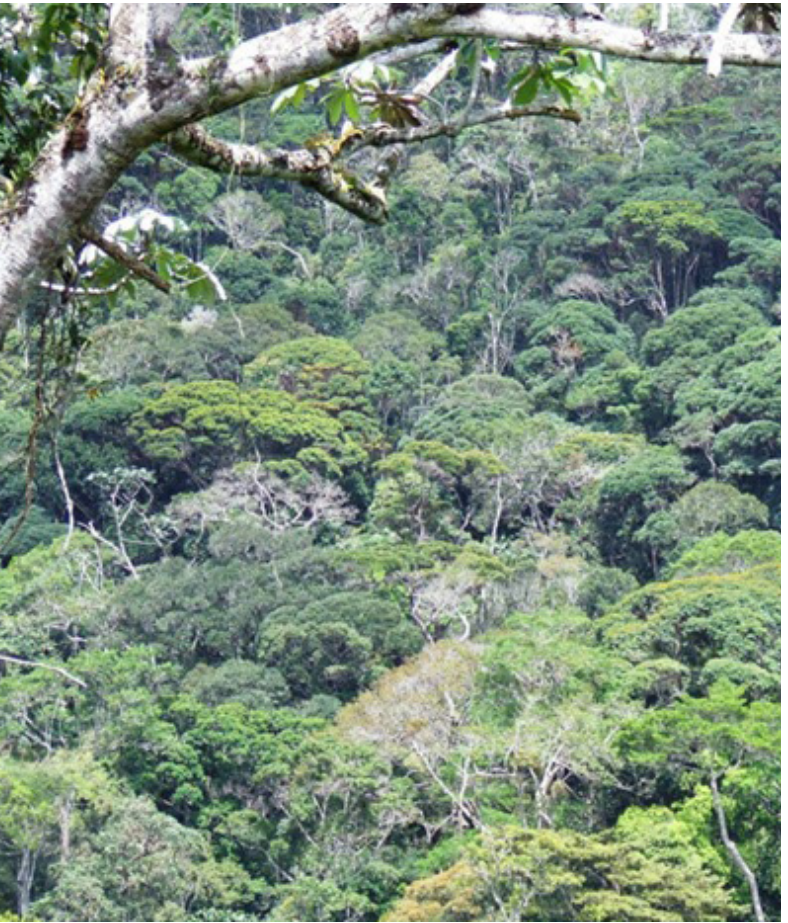
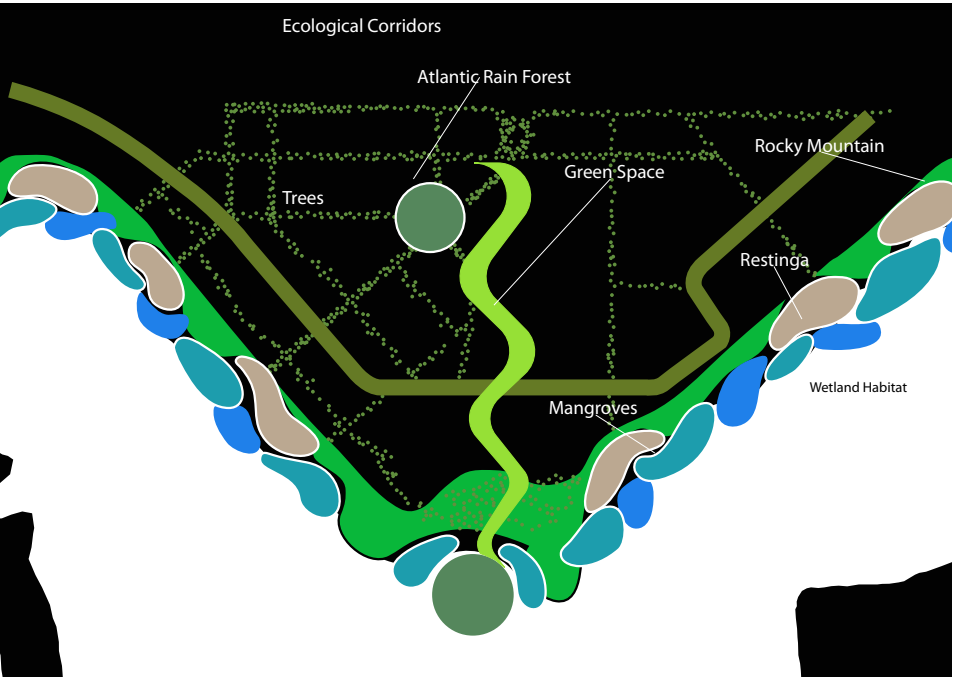
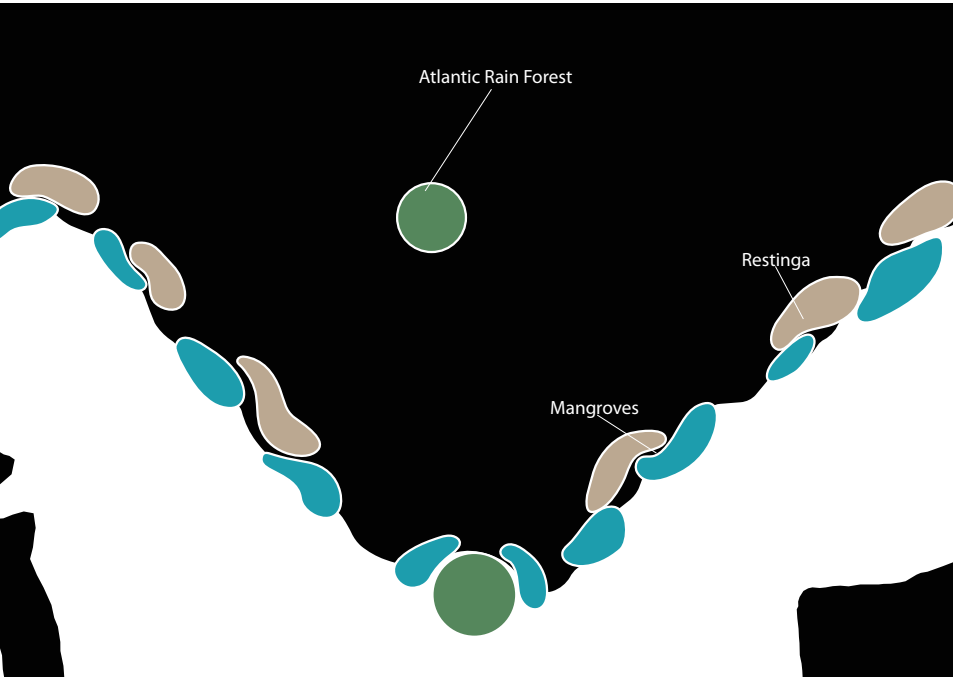
Parque a Beira da Lagoa /  
Waterside Park

água lavagem /  
Water cleansing



Parque a Beira da Lagoa  
Waterside Park

Jogos / Games

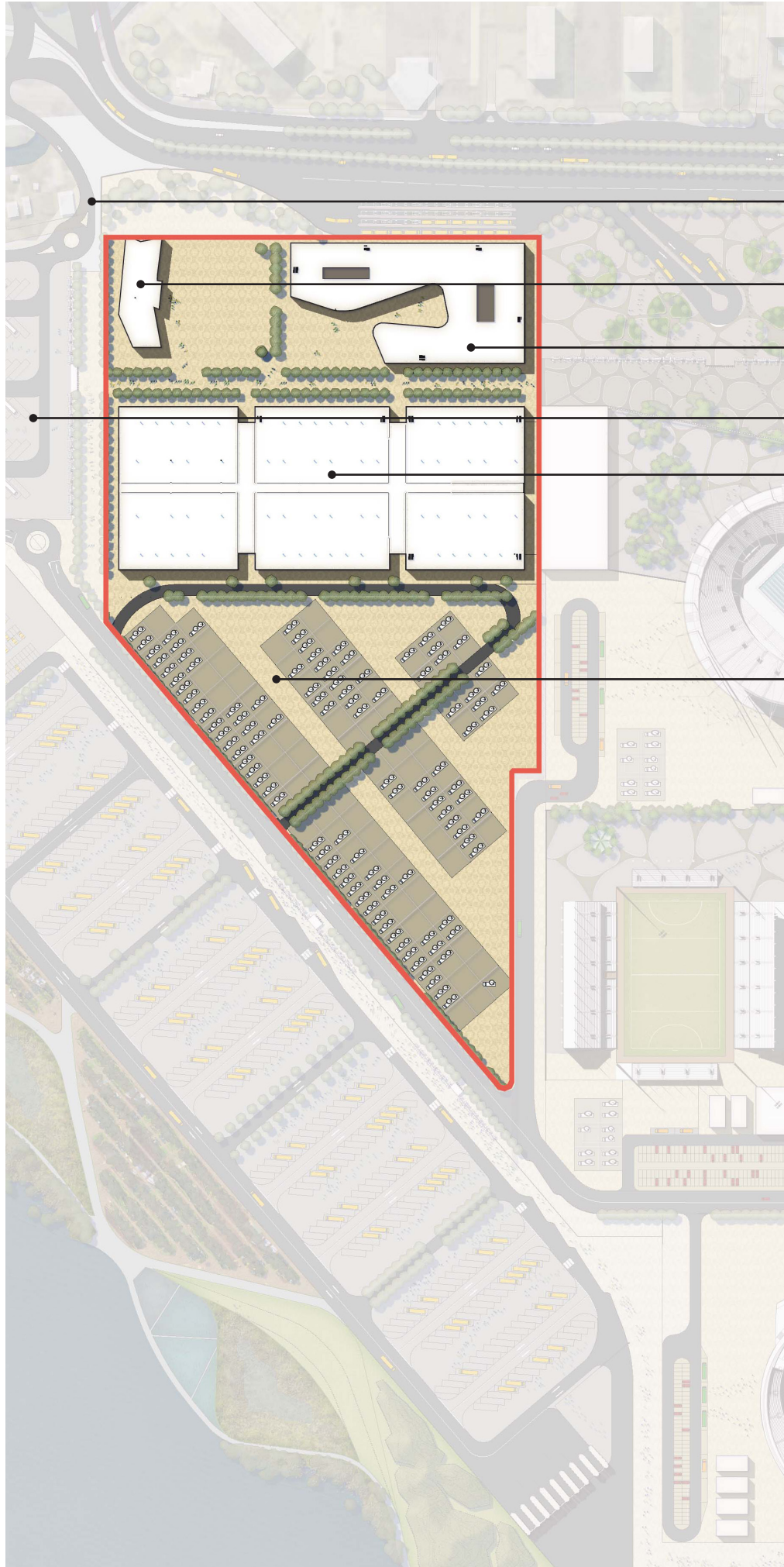




Parque a Beira da Lagoa /  
Waterside Park







Acesso de Imprensa /  
Media Access

Hotel de Imprensa /  
Media Hotel

MPC / MPC

Estacionamento de Imprensa /  
Media Parking

IBC / IBC

Centro IBC / IBC Compound

Jogos: IBC/CI / Games: IBC/MPC



Hotel / Hotel

Extensão do Hotel / Hotel  
extension

Edifício de escritório /  
Landmark office

Campus educacional/  
Comercial /  
Commercial and  
education campus

Estacionamento temporário /  
Temporary parking



environment conscience

## EDUCATION

Transformação: IBC/CI / Transformation: IBC/MPC



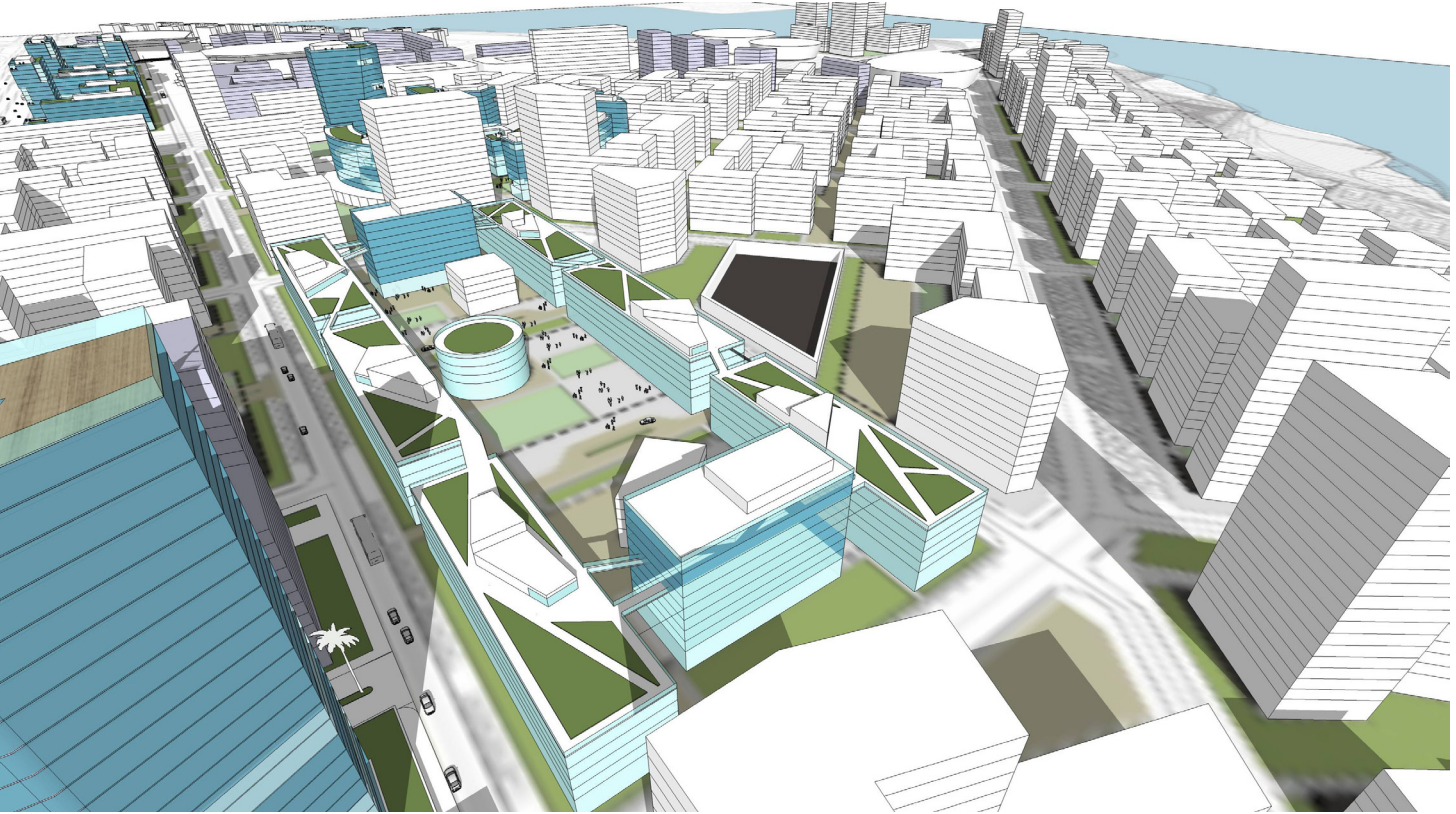
Hotel / Hotel

Extensão do Hotel /  
Hotel extension

Edifício para escritório /  
Landmark office

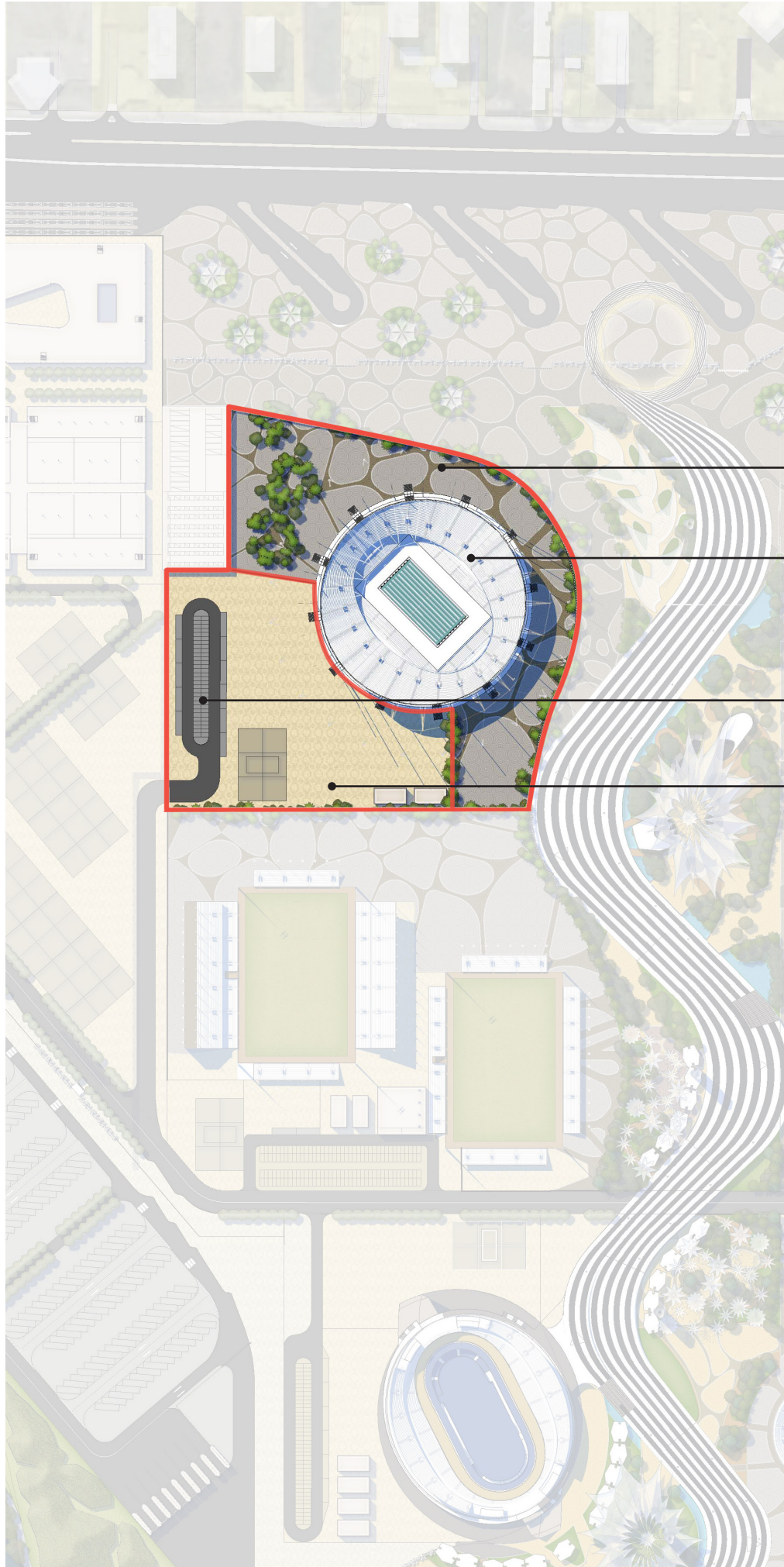
Campus educacional/  
Comercial /  
Commercial and educa-  
tion campus

Legado: IBC/CI / Legacy: IBC/MPC



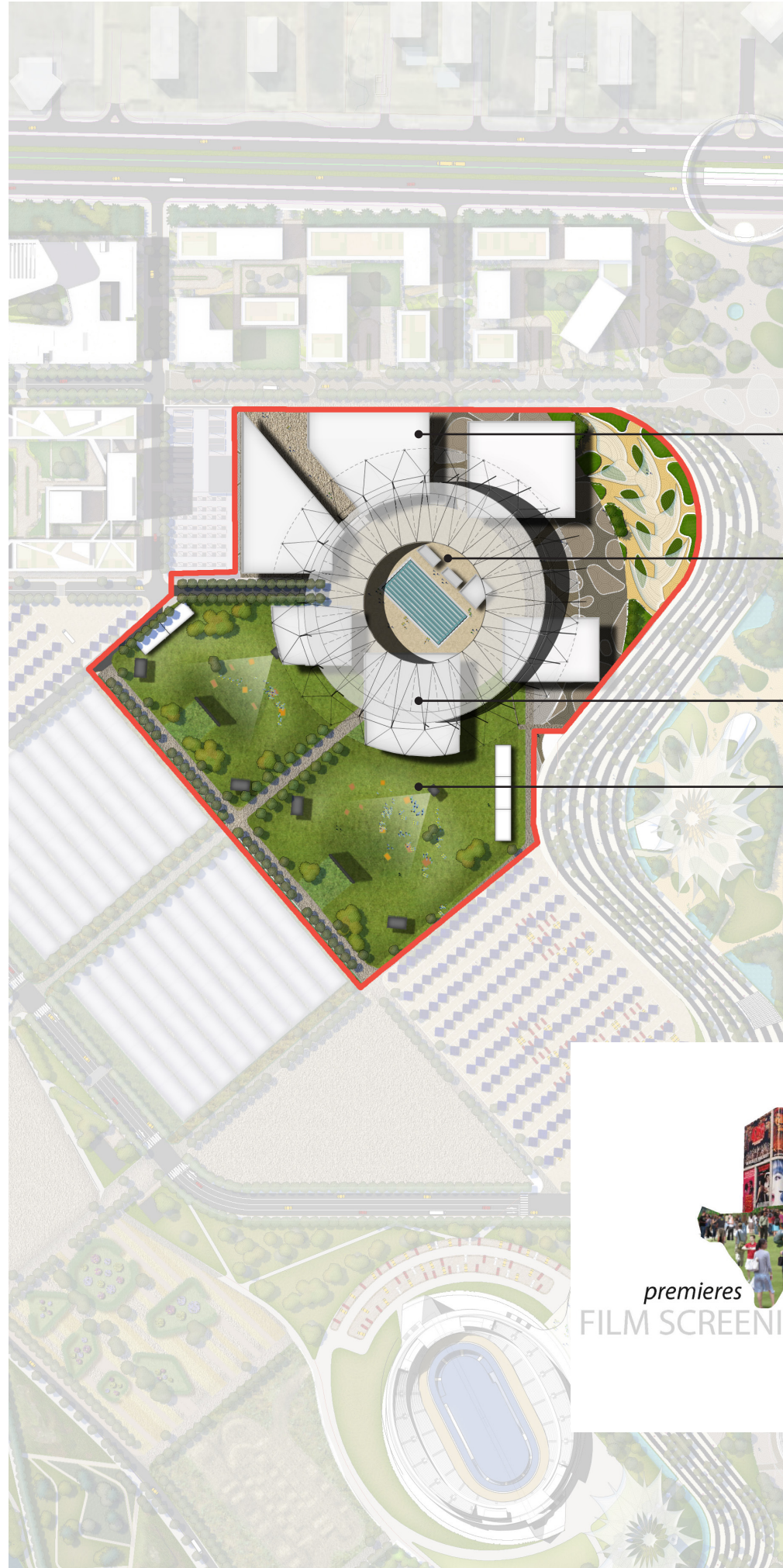
Legado: Estudo de massas do IBC/CI / Legacy: massing studies of IBC/MPC





Jogos: Estádio Aquático Olímpico / Games: Olympic Aquatics Stadium

- Frente da casa /  
Front of house
- Estádio Aquático /  
Aquatics stadium
- Acesso aos bastidores e  
estacionamento /  
Back access and car parking
- Bastidores /  
Back of house



Transformação: Área de Lazer e Recreação / Transformation: Recreation and leisure hub

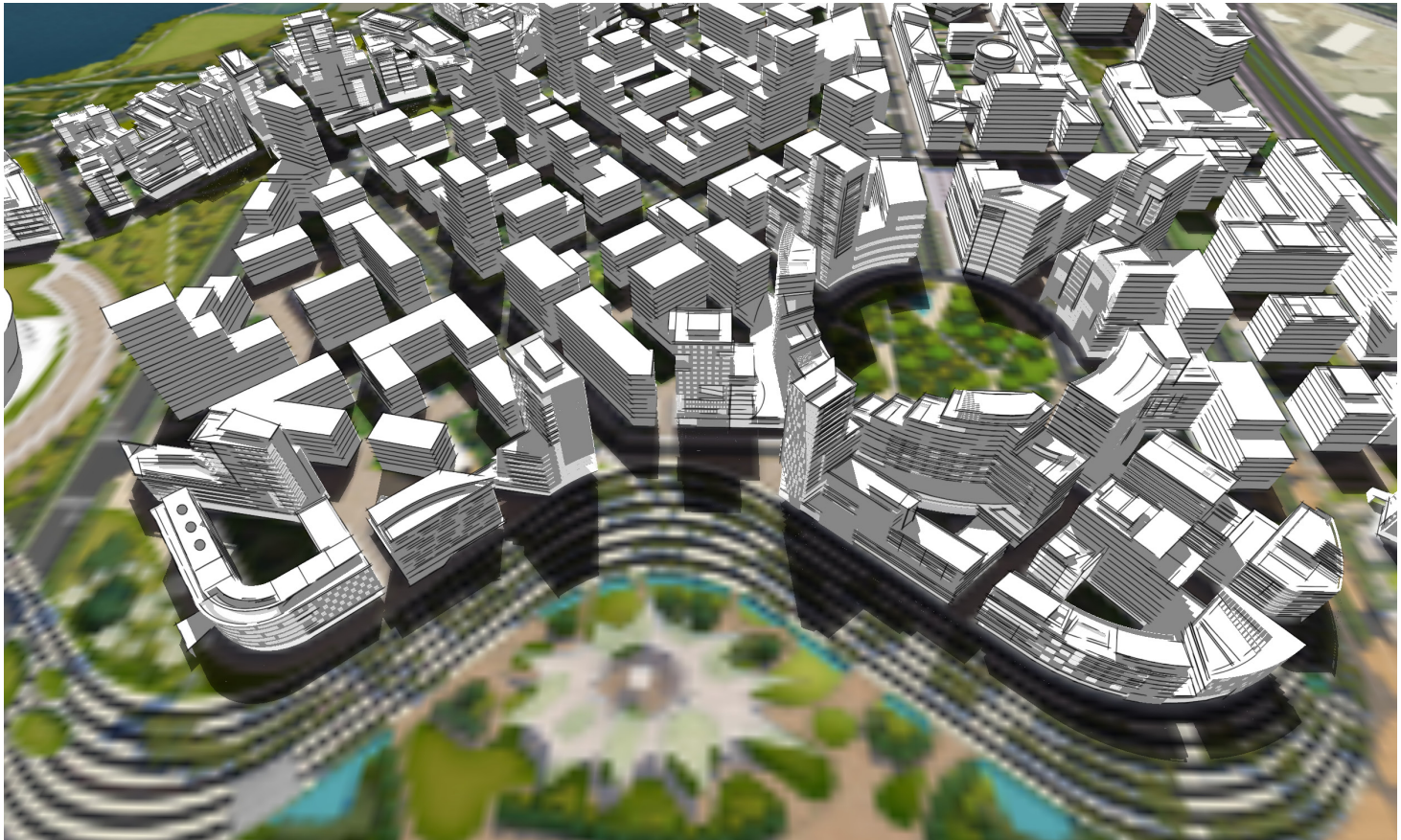


- Estruturas de recreação e  
lazer temporárias /  
Temporary recreational and  
leisure structures
- Piscina Olímpica Retida /  
Retained Olympic pool
- Estrutura de cobertura retida /  
Retained roof structure
- Cinema ao ar livre /  
Open air cinema



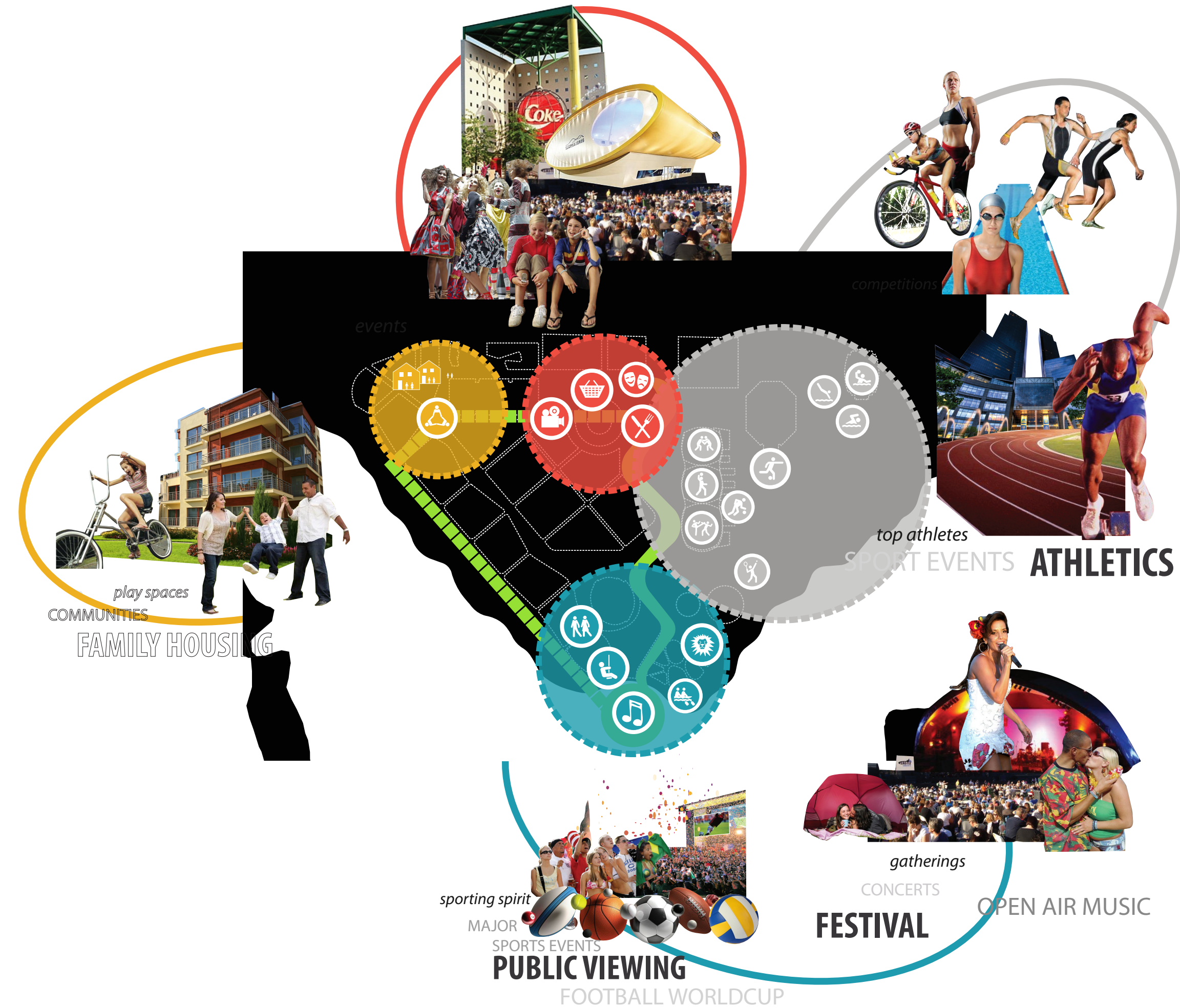
Legado: Lazer, Recreação e Comércio / Legacy: Recreation, leisure and retail hub

- Prédios permanentes de  
uso misto /  
Permanent mixed-use  
buildings
- Floresta Urbana /  
Urban forest
- Prédios permanentes de  
uso misto /  
Permanent mixed-use  
buildings



Legado: estudo de massa da área de comércio / Legacy: massing studies of the retail hub area





allotment supplies  
**GARDEN CENTRE**  
SEMINARS & COURSES  
FARMERS SHOP



CAR CLUBS  
car rental  
BIKE HIRE



COMMERCIAL FARMING  
fresh produce  
**FOOD PRODUCTION**  
tree nursery  
LEARN play



art  
CLOTHES  
**MARKETS**



premieres  
FILM SCREENINGS  
MOVIE FESTIVALS

**OUTDOOR CINEMA**



**DANCE**

THEATRE  
plays  
MUSICAL  
PERFORMANCE



**GO-KART**

ADVENTURE  
Speed  
BIKES



**ACTIVITY HUB**

urban sports  
alternative exercise  
INFORMAL SPORT  
PLAYING FIELDS



storage  
DELIVERY  
MATERIALS  
**CONSTRUCTION LOGISTICS**



river activities

KAYAKING  
PADDLE BOATS

**BOAT HIRE**

river carnival



**CYCLING**

mountain biking  
ROAD CYCLE CIRCUIT  
BMX



**ECOLOGY**

FISHING  
natural habitat  
WETLANDS



experiential  
PARENT CAFE  
**ADVENTURE PLAYGROUND**  
SUPERVISED PLAY  
indoor soft play space



colourful festivals  
BALLOON TOURS  
HOT AIR BALLOONS  
**KITE FLYING**



FAMILY ENTERTAINMENT  
outdoor events  
**CIRCUS**  
TRAVELLING COMPANIES

Transformação: Distribuição de usos temporários /  
Transformation: Distribution of temporary uses

Transformação: Áreas características / Transformation: Character areas



